

FLORIDA FAMILY ASSOCIATION

August
2009

HOMOSEXUAL ACTIVISTS PRESSURE AAA TO OFFER FAMILY MEMBERSHIPS TO SAME -GENDER SPOUSES

Equality Florida, a gay and transgender activist group, sent out an email in July (see page 4) which boasted that they pressured AAA South into offering Family Memberships to Same-Gender spouses. Their email stated that *"Same-sex couples applying for a membership need only state that they are married to receive the family benefit."* They do not need any documentation. All they have to do is say they are married.

AAA South CEO's quote from the Equality Florida email acknowledged that the idea of recognizing same-gender spouses never occurred to AAA officials until the homosexual activist group showed up demanding that same-gender spouses be treated as married. *"We had not talked about this issue very much at all until you reached out to us, and that has caused us to talk about it quite a bit,"* Tom O'Brien, President and Chief Executive Officer, AAA Auto Club South told Equality Florida.

AAA Auto Club South includes Florida, Georgia, Tennessee and Puerto Rico. 81 percent of Tennessee voters, 76 percent of Georgia voters and 62 percent of Florida voters approved constitutional amendments that define marriage in their state constitutions as only between one man and one woman.

Allowing same-sex couples to receive Family Memberships by only needing to state that they are married trivializes and denigrates the institution of marriage.

It is inappropriate to extend marital benefits to same-gender partners especially since the states in which AAA South operate have enacted constitutional amendments which declare that marriage is only between one man and one woman.

Continued on page 4 .. Please Urge AAA to Rescind

FFA MONITORING EFFORTS INFLUENCE E! CHANNEL TO PULL THREE PORNOGRAPHIC SHOWS

Florida Family Association's (FFA) monitoring efforts appear to have influenced the Entertainment Channel to stop airing three explicit programs that featured the porn industry.

FIRST PROGRAM: The Entertainment Channel has not aired Playboy's Girls Next Door for more than six weeks. This show was nothing more than an infomercial for Playboy Enterprises.

Playboy's "Girls Next Door" was the only program on an advertiser supported television channel that profiled a porn company. The program frequently included explicit scenes involving women posing for inclusion in Playboy's magazines, DVDs and web site. This meant any child with a remote could tune into this unrestricted, advertiser supported channel during various hours of the day and witness explicit programming.

Florida Family Association (FFA) started contacting companies that advertised on Playboy's "Girls Next Door" from the date it first aired on August 12, 2005. Since then the FFA office logged 1,566 advertisements and sent 1,410 emails to the CEOs and Marketing VPs of the advertising companies. Additionally, FFA sent out ten Email Alerts which resulted in supporters sending tens of thousands of emails to companies that continued to advertise on the program after receiving communications from the FFA office regarding the show's content.

Three hundred seventy seven companies (377) discontinued advertising on Playboy's "Girls Next Door" after receiving emails from the FFA office and supporters. Most recently the program lost heavy advertising support from Pop Eyes, Pep Boys, Mercedes Benz, Men's Warehouse and Progressive.

Continued on page 3 ... E! Drops Porn Shows

**MEN OR WOMEN CHURCH FELLOWSHIPS
ARE THE PERFECT FORUM
FOR US TO SHARE FFA MINISTRY**

If you are involved in a men's ministry or women's ministry at your church please consider asking if I could be invited to be a guest speaker to share the ministry of Florida Family Association.

Men, women and senior adult ministry's are the perfect forum to share the efforts of this ministry. These ministries often consist of committed adult believers who share the goals of this ministry.

Thanks to several FFA supporters I have been invited to speak at men, women and senior adult ministry meetings this year and in 2010.

Please consider asking the leader of your church's men's, women's or senior adult ministry to invite me to share the accomplishments that we have been blessed with over the years with the hope that more people will be encouraged to get involved in our mission.

And 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

**FLORIDA FAMILY
ASSOCIATION**
P.O. Box 46547
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.

PLEASE URGE AAA TO RESCIND SAME-SEX SPOUSE POLICY

Continued from page 1

AAA has been responding to FFA supporters' emails with the message provided on page 4. John Imming's email states in part "*Spouses regardless of gender have always been eligible for Associate Member discount pricing; this was not a new 'idea.'*"

The American Automobile Association was founded in 1902. It is difficult to imagine that AAA offered spousal discounts to same gender couples in 1902 or even in 1992 for that matter.

Additionally, Equality Florida's email appears to contradict the notion that AAA has always given same gender spouses a discount. "*We had not talked about this issue very much at all until you reached out to us, and that has caused us to talk about it quite a bit,*" Tom O'Brien, President and Chief Executive Officer, AAA Auto Club South, told Equality Florida.

Furthermore, if all was well between AAA and the homosexual activists then why did they need to meet several times to discuss the issue?

PLEASE SEND THE ENCLOSED POSTCARD or write a personal email or letter to urge AAA's CEO to rescind the AAA South policy that recognizes same-gender spouses as married for purposes of Family Memberships.

Robert L. Darbelnet, CEO
American Automobile Association
1000 AAA Dr.
Heathrow, FL 32746
Fax (407) 444-7380

Robert L. Darbelnet, AAA CEO
RDarbelnet@national.aaa.com

Tom O'Brien, AAA South CEO
tobrien@aaasouth.com

Equality Florida & AAA response on page 4.

E! DROPS PORN SHOWS

Continued from page 1

SECOND PROGRAM: The Entertainment Channel has not aired Hugh Hefner: Girlfriends, Wives and Centerfolds for more than three months. This show was nothing more than an infomercial for Playboy Enterprises. The Florida Family Association office logged 420 advertisements and sent 405 emails to the CEOs and Marketing VPs of the companies that advertised on this program.

THIRD PROGRAM: The Entertainment Channel has not aired True Hollywood Story Jenna Jameson for more than four months. This show featured the life and business of this hardcore porn actress. The Florida Family Association office logged 493 advertisements and sent 455 emails to the CEOs and Marketing VPs of the companies that advertised on this program.

Approximately Ninety percent (90%) of the companies that FFA and supporters contacted discontinued advertising on this show. Corporate America continues to be overwhelmingly responsive to the moral concerns raised by the content of such shows.

This is Good News for our moral environment. The removal of the Girls Next Door, Hugh Hefner and Jenna Jameson shows has resulted in a substantial reduction in the amount of explicit programming that promoted the porn industry on the Entertainment Channel.

The Entertainment Channel recently started airing a new program called Kendra. Florida Family Association has already contacted companies who advertised on some episodes with explicit content.

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. Your support is important to our continued success.

AAA's Email Response to Supporters Who Voiced Concern About Same Gender Spousal Recognition

From: John Imming [mailto:jimming@aaasouth.com]
Sent: Wednesday, July 29, 2009 1:08 PM
To: undisclosed-recipients:

Subject: Your message to AAA Auto Club South

Thank you for your email to our President and CEO, Tom O'Brien, in response to a press release posted by the Equality Florida organization. Please allow me to clarify several important points that were unfortunately not clearly articulated by Equality Florida.

AAA Auto Club South's purpose is to provide safety, security and peace of mind to all motorists, and to improve travel safety.

AAA Auto Club South's policy which provides discount pricing for spouses and dependent children (known as "Associate Membership") is the same today as it was prior to our meeting with Equality Florida. We have not changed our policy.

Spouses regardless of gender have always been eligible for Associate Member discount pricing; this was not a new "idea." The only thing that Equality Florida brought to our attention was the fact that in some cases our policy was not being consistently applied.

A private organization having a policy that provides same-gender spouses with the same discount pricing available to others is not a violation of any local, state or federal law.

Our relationship with our members is built upon trust. We would never ask for proof of marital status between a man and a woman via a marriage license or other means, so we would have no reason to treat same-sex spouses differently.

Again, thank you for taking the time to express your views and concerns.

John L. Imming
Vice President- Member Relations & Executive Assistant to the President, AAA Auto Club South

Equality Florida Email announcing AAA deal

In Meeting with Equality Florida, AAA South Pledges Family Memberships to Same-Gender Spouses

During a face-to-face meeting yesterday between Equality Florida and AAA South, top management at the 4th largest AAA affiliate in the country committed to recognizing all spouses, regardless of gender or sexual orientation. The policy allows gay married couples to receive spousal discounts under AAA's Associate Membership program.

Equality Florida launched conversations with AAA several months back after receiving calls from gay couples who had been denied family memberships.

"We had not talked about this issue very much at all until you reached out to us, and that has caused us to talk about it quite a bit," said Tom O'Brien, President and Chief Executive Officer, AAA Auto Club South. "Our policy does include gay and lesbian spouses, wherever they were married. Whether in other states or countries, they qualify."

AAA South management says it will take about 2 weeks to train 3,000 staff members to implement the policy uniformly. Same-sex couples applying for a membership need only state that they are married to receive the family benefit. Management also left the door open to expand the policy to include domestic partners - gay and straight.

"We are pleased with the outcome of our meeting. AAA is an iconic American company that many of us associate with summer vacation and family road trips. To have AAA South set a standard for full equality for all married couples, regardless of sexual orientation, is an important message and one we hope other companies will follow," said Nadine Smith, Executive Director of Equality Florida.

"We appreciate the professional manner in which representatives from Equality Florida met with members of our executive management team to gain a better understanding of each organization's position and concerns. The result, from our perspective, was a very meaningful and productive conversation. Our door is always open," said O'Brien.