

FLORIDA FAMILY ASSOCIATION

September
2007

SELECT COMFORT & COUNTRYWIDE DROP ADS ON THE MAN SHOW AFTER RECEIVING EMAILS FROM FFA SUPPORTERS

The Game Show Channel (G4TV), which is watched by millions of children, is airing The Man Show several times each week. The Man Show is one of the most pornographic, disgusting and degrading television shows ever aired on unrestricted advertiser supported television. Children and teenagers who tune in to watch the gaming on G4TV are exposed to this hideous program.

Florida Family Association launched two email campaigns last month to influence major advertisers to discontinue their support for The Man Show. Both campaigns succeeded in influencing top advertisers to stop supporting the program. Select Comfort and Countrywide Home Loans stopped advertising on The Man Show after receiving emails from FFA supporters. The details on both campaigns are provided below .

SELECT COMFORT (Leading advertiser)

Florida Family Association (FFA) launched an email campaign on August 23rd to encourage supporters to send emails to Select Comfort regarding their ads on The Man Show after the company ignored FFA's communications.

FFA sent seven emails to Select Comfort regarding their ads on this program over the past three months. Not only did they continue to advertise but they became the most frequent advertiser on the show.

So when the Select Comfort responded within two hours of the launch of FFA's email campaign, FFA was concerned with the sincerity of their first email.

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MAJOR ADVERTISER DROPS PLAYBOY'S "GIRLS NEXT DOOR"

Playboy's "Girls Next Door" is the only program on advertiser supported television that profiles a porn company. Florida Family Association (FFA) has been committed to making this show unacceptable and unprofitable in the eyes of television producers since it first aired on August 12, 2005. Thus far, your emails and our communications have influenced over two hundred sixty (260) companies to stop advertising during this program.

Toshiba was a frequent advertiser on Playboy's "Girls Next Door" show. FFA sent numerous emails to Toshiba officials in the United States. After receiving no response from Toshiba officials in the U.S., FFA sent emails to the chairman, president and several other officials at Toshiba headquarters in Japan.

See page 4 ... Toshiba Drops Playboy Show

MORE FREQUENT ADVERTISERS DROP PLAYBOY SHOW

The following companies responded to Florida Family Association after receiving emails from the association regarding advertisements on Playboy's "Girls Next Door."

SAAB "Thank you for the opportunity to respond to your concerns about Saab's advertising within "Playboy's Girl Next Door" on the Entertainment Channel. This advertising ran due to an error made by the local station. General Motors policy is that our advertising should not be aired during "Playboy's Girl Next Door." We have instructed the local station to confirm that they will not air GM or Saab advertising in future rotations of this program." **Ryndee Carney, Advertising & Marketing Communications, General Motors Corporation.**

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AS PROMISED

As you can see from reading this month's newsletter our monitoring efforts are achieving fantastic results. We have received so many positive responses from advertisers that we do not have the space in this newsletter to print them all. As promised, we devoted this month's newsletter to reporting the good news regarding our monitoring results.

The reason for our success is the newly modified software called *Showstopper* that we use to send emails to advertisers and track our success. We are so encouraged by the results and efficiencies of the *Showstopper* software that we plan to monitor more shows and networks. Additionally, we look forward to using *Showstopper* to encourage advertisers to avoid the new episodes of the programs we already monitor during the upcoming Fall Season.

If you would like us to monitor a specific show please send us a note or email to davidcaton@floridafamily.org. Your input is very important. Additionally, if you do not receive our email alerts we encourage you to sign up. 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.



Your financial support is very important to our continued success. Please help us to be strong in all of our efforts by sending a gift in the enclosed envelope. **THANK YOU.**

Sincerely,

David Caton

Executive Director

Your prayers and gifts strengthen our efforts.

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.

TWO LEADING ADVERTISERS DROP THE MAN SHOW

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FFA challenged Select Comfort's first email. The first and last emails received from Select Comfort are provided in part below:

First Email received from Select Comfort:

"First, we appreciate that you and your organization reached out to us about our commercials airing during 'The Man Show.'"

"Please understand that we did not intentionally advertise during 'The Man Show.' On the G4 Network, 'The Man Show' generally airs at 3:00 a.m. However, without our knowledge, the station changed the line-up. 'The Man Show' now airs once a month during a time when Select Comfort authorizes the airing of its commercials."

"When 'The Man Show' initially aired on Comedy Central, we blocked it from airing our advertising due to the content of the show. We also asked the G4 Network to block our commercials when the network purchased re-run rights for the show. We do our best to eliminate any association with offensive programming, but we only can make a request. Most stations honor this request, but there is no guarantee."

"As an ethical company that listens to feedback from consumers, we are sharing our extreme displeasure with the G4 Network and are asking them to continue to honor our block of the show. We also have been looking at blocking other shows that don't align with our company's values."

Gabby Nelson, Senior Manager, Public Relations,
Select Comfort Corporation

Last Email from Select Comfort:

"I'm so sorry; I think I was not clear in my e-mail to you. We understand 'The Man Show' airs every night. However, it generally airs after 3:00 a.m., which is a time we do not advertise on the G4 Network. It's when the G4 Network decided to periodically air 'The Man Show' at an earlier time

(10:00 p.m.) that Select Comfort ads began to run during the show."

"This is not what we wanted, nor what we want in the future. Let me be absolutely clear. We have instructed the G4 Network not to run any of our ads during 'The Man Show,' which we've done in the past with both the G4 Network and Comedy Central. We will continue to be diligent about this effort as we do not want to support the content found in 'The Man Show.'"

"I hope this helps alleviate any concerns. And, again, we very much appreciate you bringing this to our attention. Thank you." Gabby

Select Comfort was the leading advertiser during the last three months. Losing their advertisements will be a big loss for The Man Show.

COUNTRYWIDE HOME LOANS (Frequent advertiser)

Florida Family Association encouraged supporters to send emails to Countrywide Home Loans on August 9th. Countrywide Home Loan's advertisements stopped appearing on The Man Show the evening of August 10th. The company did not communicate with Florida Family Association regarding their decision to stop advertising on the program. However, their advertisements quickly vanished from The Man Show.

Countrywide Home Loans was a significant advertiser on this show. So their removal is a modest hurt to the program.

Thanks to everyone who sent emails to these companies. Your emails made a difference. Florida Family Association does not recommend that supporters send letters or emails of appreciation to these companies because they continued to advertise on The Man Show after receiving numerous initial emails from Florida Family Association.

ADVERTISERS DROP PLAYBOY SHOW

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SURE DEODORANT "Thank you very much for bringing this issue to our attention. When we buy our television advertising from networks we purchase what is called "run of schedule" where we pay a fixed price and they place our commercials in the shows that have availability. I will review our policies with our advertising agency to ensure that they are consistent and placing our advertising in all family type programming which is consistent with our overall marketing plan." **Joe Jacober, CEO Innovative Brands.**

ARKANSAS DEPARTMENT OF TOURISM "I'm sure this was a pay-per-inquiry spot (on Playboy's "Girls Next Door") the station put in unsold time. I'll get with our ad agency and see if we can't prevent this in the future. We THOUGHT this had been taken care of." **Joe David Rice, Arkansas Tourism.**

UNION-SWISS "Thank you for your mail regarding the advertising of Bio-Oil during the Playboy's Girl Next Door program on the Entertainment Channel. Our TV placement is handled by our media agency in the USA, and they select a variety of placements on our behalf, according to the brand guidelines that we have set out for them. As such, we are not always aware of where the ads will appear. I have forwarded your mail on to them for their reference." **Nicole Canning, Customer Care Manager.**

HILLSBOROUGH COMMUNITY COLLEGE "When informed of the initial placement of an HCC ad on the "Girl's Next Door" program, I met with our Bright House representative and gave clear direction not to place any of HCC's ads during that program. In light of the recent error in placement by Bright House on "E" Entertainment, the College has removed the network completely from the media buy thereby eliminating any opportunity for error in the future." **John Huerta, Executive Director for Marketing and Public Relations.**

SOYJOY (Pharmavite) After checking with the network we confirmed that the ETV networks traffic system has standing direction that SOYJOY spots were not to run in either Girls Next Door or E! True Hollywood Story. Our contact in LA was out of the office today, but confirmed that they would make sure that this does not happen again." **Tom Zimmerman, Vice President Marketing.**

TOSHIBA DROPS PLAYBOY SHOW

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Surprisingly Toshiba officials responded very quickly. They informed Florida Family Association, with a little backtracking and through several emails, that they would stop advertising during Playboy's "Girls Next Door."

Toshiba's final email responses and confirmation from their media buyer follows:

Third Email from Toshiba: "We've contacted the network last month in response to your first e-mail to confirm that this would not occur again. We will follow-up with the network again this week. Please feel free to contact me with any questions or concerns." **Maria Repole, Director Corporate.**

Fourth Email from Toshiba: "We are sending another letter to the network today and I would like to fax a copy of the letter to you. Please advise your fax number. Thank you." **Maria Repole, Director Corporate.**

Email from Toshiba's advertising agency: "At the direction of Maria Repole of Toshiba I am contacting you to inform you that we have instructed the E! Cable Network to remove all Toshiba commercials from the show Playboy's Girls Next Door. As of yesterday we have instructed our media buying agency to remove these and to make sure that no further placements on this show are made. Please see the attached for confirmation. I am also faxing a copy of this correspondence to your office." **James M. Tenny, President/COO, Della Femina/Rothschild/Jeary & Partners.**

Toshiba advertisements have stopped appearing during Playboy's "Girls Next Door."

TIGER SCHULMAN'S KARATE "When we buy TV media we buy run of the schedule placements and do not pick individual shows and times for us to air on. We certainly did not pick that show. I will definitely see if we can block airing on shows like this (again, based on how we purchase our airings). Many thanks for calling this to my attention." **Charles Patricolo, Marketing.**