

# FLORIDA FAMILY ASSOCIATION

September  
2008

## JP MORGAN CHASE SAYS THEY WILL CONTINUE TO ADVERTISE ON EXPLICIT GAY LOGO PROGRAMMING

Florida Family Association is monitoring several programs with explicitly gay content on the LOGO network and contacting advertisers each week.

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.

JP Morgan Chase responded in part to Florida Family Association's emails regarding their advertisements on LOGO shows "Noah's Arc," "Adam & Steve" and "Queer As Folk" as follows:

*"Diversity is a cornerstone of our global culture at Chase and the clients we serve. As such, we market our products and services to a broad demographic. While we truly respect the views of those who disagree with us, we plan to continue our practice of marketing our products and services to diverse audiences, which may include the LOGO Channel in the future."*

**Marianne Samenko, Marketing Sr. Director, Chase Card Services.**

## PLEASE SEND THE ENCLOSED POSTCARD OR WRITE A PERSONAL LETTER OR EMAIL

to encourage JP Morgan Chase to stop supporting explicitly gay programming such as "Noah's Arc," "Adam & Steve" and "Queer As Folk" on the LOGO Network with their advertising dollars..

**James (Jamie) Dimon**  
**Chairman, President, and CEO**  
**JPMorgan Chase & Co.**  
**270 Park Ave.**

**New York, NY 10017**

**Email: [Jamie.Dimon@jpmchase.com](mailto:Jamie.Dimon@jpmchase.com)**

**Fax: 212-270-1648**

## FFA HEADS OFF ATTEMPT TO PIONEER MAINSTREAM ADVERTISING SUPPORT FOR INTERNET PORN SITES

Florida Family Association received an email regarding a major porn web site that was posting advertisements for numerous mainstream companies. FFA was skeptical at first. However, FFA's investigation found that numerous mainstream companies' products with official click ads were posted on thousands of porn pages. The sex site that was reported to FFA contains over 7,500 pages with over 500,000 images.

Using FFA's special Porncrawler software which identifies other web sites linked to the main web site led the investigation to several other sites that are using the same advertising tactic.

FFA is uncertain as to whether this was an attempt by an advertising vendor to test the waters for mainstream companies to promote their products on unrestricted, free porn sites or whether this was an outright attempt to hijack the good will of mainstream Corporate America for click dollars. In either case, FFA's efforts have paid off by preventing the transition of pay per view porn on the internet to unrestricted, advertiser supported internet porn. Additionally, FFA's efforts have stopped the flow of cash that follows such click advertising.

Florida Family Association promptly notified companies whose products appeared on the web site. Thus far FFA has contacted the following companies regarding advertisements for their respective products on porn web sites: Alltel, AmbienCR (Sanofi-Aventis U.S. LLC), Band-Aid (Johnson & Johnson), Revlon, Pop Tart (Kelloggs), Bridgestone, Macy's, Oreo (Kraft Foods), Howard Johnson's (Wynhdam Worldwide), Super 8 Motel (Wynhdam Worldwide), Ramada (Wynhdam Worldwide), Wingate (Wynhdam World-

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# URGE YOUR FRIENDS TO VOTE YES ON AMENDMENT 2 TO PROTECT MARRIAGE

The Florida Marriage Protection Amendment will appear as Amendment 2 on the November 4, 2008 General Election Ballot when you go to vote for president and other important political races.

Since we are a non-profit 501C3 organization, we cannot tell you which candidates to vote for. However, the law does allow us to encourage you to vote for issues like the marriage amendment.

We can also encourage you to help pro-family voter turnout by making sure your family and friends who you know will likely vote a certain way to cast their vote on November 4th. If you know someone who is disabled, does not have car or tends to forget such tasks please consider offering to take them to their registered election poll or request an absentee ballot for them.

Every vote will count in this tight election. The people you help make it to the polls to vote might make the crucial difference.

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](mailto: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.

# New Major FFA Effort Combats Internet Porn

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wide), Days Inn (Wynham Worldwide), Sprint (Sprint-Nextel), Betty Crocker (General Mills), Capital One, Verizon Wireless, Olive Garden (Darden Restaurants) and Swiffer WetJet (Procter & Gamble.) Ads for these companies have stopped appearing on the subject sites.

## **Some of these companies' responses with varied explanations to Florida Family Association are reprinted in part below:**

**OLIVE GARDEN (Darden Specialty Restaurant Group)** *"Thank you very much for contacting us about this troubling misuse of Olive Garden trademarks and providing us with an opportunity to express how seriously we take these abuses of our brand. Please be assured that neither Olive Garden, Darden, or any other Darden brand is associated with this website or the internet company offering our gift cards. The misuse of our trademark online is particularly challenging, but we are aggressively exploring avenues to combat this activity. These infringers seek to legitimize their activities and gain financial benefit by hijacking the brand equity of respectable companies. Thank you again for your concern and for calling this egregious violation of our trademarks to our attention. We hope it will help us build an even stronger case against those who compromise the integrity of our brands."*  
**Horace G. Dawson, III, Vice President, Division General Counsel, Darden.**

**AMBIEN CR (Sanofi Aventis)** *"For your information the Ambien CR ad in question appeared originally on an approved site, but not on the adult content site you identified. Unfortunately, a particular form of web technology allows the 'header' to follow site users to sites that they visit after they exit the original site on which the ad was placed. In this case, the 'header' with the Ambien CR ad followed a user (or users) to the adult content site – a site with which we would never knowingly do business. In short, a particular vendor did not observe our Quality Control standards in the case of*

*this advertisement, and we have taken appropriate action with that vendor, including halting the particular Ambien CR campaign that resulted in this occurrence."* **Gregory Irace, President and CEO.**

**LOWES 1st Response:** *"Robert Niblock shared your email with me calling our attention to the ad located on a pornographic web site. We are looking into this matter immediately. Let me assure you that Lowe's has high standards for our advertising placement and certainly didn't select this site to place one of our ads. We appreciate your bringing this matter to our attention. Please don't hesitate to call if you have any questions or continuing concerns."* 2nd Response: *"I wanted to follow up with you today on the advertising issue you brought to our attention. We have checked into the research site which apparently had the offending link, and confirmed that Lowe's does not do business with that organization. We are taking steps to make certain this and other online research companies are not using our name improperly and/or linking to websites that run counter to Lowe's values."* **Chris Ahearn, VP, Public Relations.**

**BRIDGESTONE FIRESTONE NORTH AMERICA** *"Thank you for bringing this to our attention. This is not part of our advertising initiatives and we are currently investigating how this ad got placed on the site and are taking action to have it removed immediately."* **Phil Pacsi, Vice President NA Consumer Tire Marketing.**

**GENERAL MILLS (Betty Crocker)** *"I am responding on behalf of Ken Powell to your email concerning the appearance of a Betty Crocker Warm Delights advertisement on the porn site referenced. I have asked our Internet Marketing team to investigate this and we have determined that this is not an ad that was created by General Mills or our partners, nor is it part of any media plan we planned or bought for Warm Delights. Someone is using free Warm Delights product without our*

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*permission to (we assume) acquire names for resale, and have created a banner with our trademarked assets to drive acquisition. With the links you have provided, we have identified the firms that are most likely responsible for these ads and our Legal staff will be contacting them with a Cease and Desist notification.”* **Jeff Hagen, Director, Consumer Services, General Mills.**

## VERIZON

**1st Response:** *“No we are not advertising on this site. Thank you for bringing this to our attention. This particular advertisement has not been used by us since April. We believe someone captured the ad and is intentionally running it on this site, and we fear other sites that we do not want to be on. It appears that many other unsuspecting companies are also being targeted. I'm not going to speculate on the motivations, but I can assure you we will be investigating this with all the resources necessary to stop it. This was not a mistake on our part or our advertising agency's part, but rather an illegal activity. I will let you know when we get to the bottom of this.”*

**2nd Response:** *“As a result, of this latest issue we have taken the following steps to correct the problem:*

1. *We have fully investigated the placement and were not able to isolate the offender. As a result, all ad networks are in question (26 in total), with the exception of one we call Platform A that has proper controls.*

2. *Effective yesterday we have pulled all Verizon/Verizon Wireless display ads on all ad networks (with the exception of Platform A) due to lack of controls to monitor/prevent association on lewd content.*

3. *All ad networks have been notified via phone call and email and have stopped our ads from running.*

4. *They are being served immediate cancellation notices.*

5.

*Although this is a wide spread advertising industry issue we will not change our position until proper attention has been given to this by the ad networks. If they can prove with 100% certainty that they can prevent this issue from happening, they can earn our business back. I assure you we are handling this with the utmost*

*priority and resolve to solve this issue. Again David, thank you for bringing this to our attention.”*

**James Gerace, Vice President of Corporate Communications, Verizon Communications.**

Most companies call the ads illegal. One company calls it a vendor error. The responses are mixed. Had Florida Family Association not taken action the advertising vendor responsible for placing the mainstream company ads on porn sites could have attempted to sell this concept to Corporate America on the merit that no one complained.

This is the first time that Florida Family Association is aware of an attempt to place mainstream company ads, whether directly approved by the company or not, on a porn web site. FFA believes this is an attempt by the internet porn industry to try to make money off of porn by offering it free to the viewer while charging companies to advertise. FFA does not intend to let this happen.

Since the time FFA first reported this situation through an email blast, several more web sites have started using this advertising technique.

Florida Family Association continues to contact new mainstream companies whose products are being advertised on several porn web sites. FFA expects close to 100% of the companies we contact to stop the ad revenue from flowing to porn companies.

## 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.

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.