

FLORIDA FAMILY ASSOCIATION

September
2009

FFA's MONITORING EFFORTS INFLUENCE LOGO NETWORK TO STOP AIRING NOAH'S ARC

Florida Family Association's (FFA) monitoring efforts appear to have influenced the Logo Network to stop airing the explicitly gay and licentious show Noah's Arc.

TVGuide.com describes Noah's Arc as *"Following the lives of four gay black men living in Los Angeles."* The program is fairly explicit in content with these men routinely in and out of bed and in other situations.

Clearly, the title Noah's Arc with four black gay men frolicking all over each other mocks the Noah's Ark of the bible and Christianity. Additionally, this program aired on the unrestricted, advertiser supported Logo Network. 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.

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COCA COLA'S REJECTION OF RUPAUL'S DRAG RACE SHOW LEAD TO SHOW'S REMOVAL

Florida Family Association believed that the content of this show was inappropriate for airing on an unrestricted, advertiser supported channel.

A Coca Cola Company agreed with FFA's position. *"We choose to advertise on programming that is generally acceptable to a broad audience, and we believe this particular program is improperly categorized as acceptable for all audiences by the network which carries it. We have contacted the network and reminded them that we are on a content-*

Continued on page 4 ... Logo Drops Drag Show

WELLS FARGO IS A MAJOR HOLDER OF PLAYBOY STOCK

Playboy Enterprises, Inc. is on the verge of financial collapse. The company has lost more than sixty percent of its advertising revenue during the past two years. Playboy founder Hugh Hefner sold his home in August 2009 as financial pressures mount.

Playboy Enterprises has seen its value plunge from almost \$1 billion in 2000 to just \$84 million today. The New York Stock Exchange is threatening to 'de-list' its shares.

Playboy founder Hugh Hefner owns about 70 per cent of the company's common stock.

Wells Fargo holds more than half of the remaining outstanding shares or 16.6 % of Playboy Enterprises, Inc. common stock. According to Yahoo.com, Wells Fargo holds 3,341,579 shares as an institutional holder and 1,402,943 as a mutual fund holder. The listing of major stock holders is published on page 3.

Wells Fargo also owns Wachovia Bank.

It appears from a past issue that Wells Fargo leans left in their public policy. Wells Fargo was a "National Corporate Sponsor" of the National Gay and Lesbian Task Force web site until November 21, 2008. Florida Family Association launched an email campaign on November 19, 2008 to draw attention to the American Airlines and Wells Fargo logos listed as "National Corporate Sponsors" at the bottom of the National Gay and Lesbian Task Force website. The Wells Fargo logo was removed from the Task Force web site within days and has not reappeared.

Florida Family Association contacted the CEO of Wells Fargo, John G. Stump, to inquire about the company's large holdings in Playboy Enterprises, Inc.

Continued on page 3 ... Wells Fargo Is Major Holder

It is a convenient and reliable way to support our efforts

A growing number of supporters are signing up to make automatic contributions to support Florida Family Association's efforts via their credit card, debit card or checking account.

Regardless of the monthly amount many supporters have found it to be an easy and reliable way to make sure they support Florida Family Association's efforts.

To sign up to make a monthly contribution to Florida Family Association via your credit card, debit card or checking account simply complete the form in the lower left hand corner and return it to us in the enclosed envelope.

We realize this method of contributing is not for everyone but for those who want a convenient reliable way of supporting our efforts this is it.



DAVID E. CATON
Executive Director

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Either way, we hope and pray that you will help to keep our efforts strong by sending a gift this month. Thank you.

Sincerely,

David Caton

Executive Director

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.

Wells Fargo Is A Major Holder of Playboy Stock

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common stock. Michael H. Koonce, an attorney with Wells Fargo & Company, responded in part *"We do not provide information as to specific security holdings beyond the information that we publicly disclose."*

Pornography promotes a hedonistic lifestyle that is often highly addictive, harmful to marriages and influences anti-social and sometimes criminal behavior. In the eyes of most women pornography is degrading and highly offensive.

Why would a reputable company like Wells Fargo have such an interest in holding so much stock in one of the world's largest porn companies?

PLEASE SEND THE ENCLOSED POSTCARD or prepare a personal email or letter to encourage Wells Fargo to divest their holdings in Playboy Enterprises, Inc.

John G. Stump, President, CEO
Wells Fargo & Company
420 Montgomery St.
San Francisco, CA 94163
Phone: 866-249-3302
Fax: 651-450-4033

John.G.Stumpf@wellsfargo.com President, CEO
Howard.I.Atkins@wellsfargo.com CFO
edna.m.silva@wellsfargo.com Public Relations

Playboy Enterprises Inc. (PLA) common stock

TOP INSTITUTIONAL HOLDERS

Holder	Shares	% Out	Value*	Reported
FMR LLC	2,295,600	8.03	\$5,761,956	30-Jun-09
BlackRock Advisors, LLC	2,057,500	7.20	\$5,164,325	30-Jun-09
Barclays Global Investors UK Holdings Ltd	1,327,604	4.65	\$3,332,286	30-Jun-09
DIMENSIONAL FUND ADVISORS INC	959,788	3.36	\$2,409,067	30-Jun-09
DiamondBack Capital Management	954,786	3.34	\$2,396,512	30-Jun-09
WELLS FARGO & COMPANY	3,341,579	11.69	\$6,582,910	31-Mar-09
VANGUARD GROUP, INC. (THE)	516,590	1.81	\$1,296,640	30-Jun-09
Afton Capital Management LLC	410,000	1.43	\$1,029,100	30-Jun-09
NORTHERN TRUST CORPORATION	319,607	1.12	\$ 802,213	30-Jun-09
BOYAR ASSET MANAGEMENT, INC.	266,450	.93	\$ 668,789	30-Jun-09

TOP MUTUAL FUND HOLDERS

Holder	Shares	% Out	Value*	Reported
MASTER VALUE OPPORTUNITIES LLC	1,742,700	6.10	\$3,433,119	31-Mar-09
FIDELITY ADVISOR DIVERSIFIED STOCK FUND	1,400,000	4.90	\$3,514,000	30-Jun-09
Wells Fargo Advantage Small Cap Disciplined Fd	1,170,000	4.09	\$2,936,700	30-Jun-09
FIDELITY PURITAN FUND INC	895,600	3.13	\$2,247,956	30-Jun-09
ING Inv Tr-ING Wells Fargo Small Cap Disciplined Portfolio	525,500	1.84	\$1,035,235	31-Mar-09
DFA U.S. SMALL CAP VALUE SERIES	399,506	1.40	\$1,202,513	30-Apr-09
VANGUARD TOTAL STOCK MARKET INDEX FUND	317,341	1.11	\$ 625,161	31-Mar-09
Blackrock Var Ser Fd-Blackrock Value Opportunities V.I. Fd	314,800	1.10	\$ 620,156	31-Mar-09
ISHARES RUSSELL 2000 INDEX FD	283,018	.99	\$ 676,413	31-Jul-09
Wells Fargo Advantage Diversified Small Cap Fd	232,943	.82	\$ 584,686	30-Jun-09

- Value shown is computed using the security's price on the report date given.

Information reported at <http://finance.yahoo.com/q/mh?s=PLA>

LOGO DROPS DRAG SHOW

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sensitive advertiser list that should prevent our commercials from airing during programs that may not be appropriate for all consumers.” Eric Berniker, Vitamin Water Sr. VP Marketing. (Vitamin Water is owned by Coca Cola Company.)

Some companies were so taken back by the content of the program that they decided to pull advertising from the entire network. **Bona Vacuum** was one such company. *“Per my email from yesterday, 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, Bona AB and USA.*

TVguide.com describes RuPaul’s Drag Race as *“Drag queens compete in weekly challenges in an elimination contest hosted by the noted drag performer and featuring celebrity judges. The winner is crowned ‘The Next Superstar Drag Queen of the World.’”*

The Florida Family Association office logged 425 advertisements and sent 355 emails to the CEOs and Marketing VPs of the companies that advertised on this program. FFA also sent out email alerts that resulted in supporters sending thousands of emails to the most frequent and determined advertisers. RuPaul’s Drag Race rapidly lost many advertisers.

The LOGO Channel has not aired RuPaul’s Drag Race for more than three weeks. FFA had scheduled to record numerous episodes of RuPaul’s Drag Race during the past three weeks based upon search results from TVGuide.com. However, the episodes did not run during their scheduled dates and times. For several weeks now the LOGO channel has routinely dropped one scheduled date and replaced it with a later date for an unspecified episode before it ever had a chance to air. RuPaul’s Drag Race which once aired several times a day has not aired for weeks and appears to be cancelled.

Florida Family Association’s efforts also influenced the LOGO Network to pull Noah’s Arc, Sordid Lives and TransAmerican Love during the past four months.

LOGO STOPS AIRING NOAH’S ARC

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Florida Family Association started contacting companies that advertised on Noah’s Arc on February 16, 2008. Since then the FFA office logged 226 advertisements and sent 215 emails to the CEOs and Marketing VPs of the advertising companies. Additionally, FFA sent out Email Alerts which resulted in supporters sending thousands of emails to companies that continued to advertise on the program after receiving communications from the FFA office regarding the show’s content.

Florida Family Association’s last series of email communications with the CEOs and Marketing VP’s of advertising companies may have influenced the Logo Network to stop airing Noah’s Arc. The FFA office sent emails to the CEOs and Marketing VPs of Procter & Gamble, Kraft Foods, Georgia Pacific, General Mills and Colgate Palmolive because Walgreens was advertising that their products were available in Walgreen stores. FFA also sent emails to the CEO and Marketing VP of Walgreens. This was the first time that advertisements for these companies were detected by FFA’s monitoring of the Logo Network. All of these companies have very strict policies regarding the content of shows on which their advertisements are placed. Placement of these companies’ ads on Noah’s Arc was most likely an error, a very costly error that revealed to some of the largest purchasers of advertising time on television just how irresponsible the content is on some of the shows aired on the Logo Network.

Noah’s Arc has not aired on the Logo Network since May 2009. Your support is making a difference.

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, click on the button labeled “Email Updates” in the left hand column. Complete the small form and click the continue button to take action.