

FLORIDA FAMILY ASSOCIATION

October
2005

FFA INFLUENCES 24 MORE COMPANIES TO DROP ADS ON PLAYBOY TV SHOW

**Forty-three (43) companies have
been influenced to drop the show.**

Florida Family Association's email and fax campaign has influenced forty three (43) companies to stop advertising on Playboy's "Girls Next Door Show."

Only two targeted companies, *Anheuser-Busch* and *Miller Brewing Company*, have continued to advertise on the program after receiving emails from citizens and faxes from FFA.

FFA moved quickly to influence advertisers to stop supporting the program before it was accepted in the

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FFA ASKS U.S. SENATE TO AUTHORIZE REWARDS FOR ABSCONDED DANGEROUS SEX OFFENDERS

Congress voted to approve the *Child Safety Act* last month. This act mandates a national database and other requirements for released sex offenders. The US Senate version of the Child Safety Act, Senate Bill 1086, is currently being considered.

Florida Family Association has asked the bill's sponsor, Senator Barack Obama, members of the Senate Judiciary Committee and Florida's two US Senators to offer an amendment to Senate Bill 1086 that would provide a for a substantive REWARD to citizens who provide law enforcement with information that leads to the capture of sex offenders who have absconded from registration. An emphasis needs

FFA CALLS ON AIRPORT AUTHORITY BOARD TO REMOVE PORN FROM TIA

Florida Family Association (FFA) stepped up efforts on September 26th to influence airports, starting with Tampa, to stop selling pornographic materials on taxpayer owned property.

FFA reached an impasse with Louis E. Miller, Executive Director of the Hillsborough County Aviation Authority. Mr. Miller's letter to FFA stated in part, "...our adult customers should be entitled to purchase these magazines if they so choose."

It would be totally inappropriate for such "adult customers" to open a pornographic magazine in the airport or on a jet exposing the visibility of explicit pictures to the general public. Additionally, FFA finds Mr. Miller's words to be very troubling because he is asserting that our government has some responsibility to insure that pornographic materials are available on taxpayer property. The majority of Hillsborough County's taxpayers would disagree with Mr. Miller's position to allow the sale of pornographic materials on taxpayer property especially since viewing such materials in the airport or on a jet would be totally inappropriate.

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to be placed on finding those unregistered offenders who are the most dangerous. A reward would motivate citizens to check the national database for absconded offenders. A reward of \$1,000 or \$2,000 or \$5,000 is more than justified to find the most dangerous sex offenders who are hiding in our neighborhoods and preying on our children. They need to be back in jail.

Very little is being done to track down the 2,100 unregistered offenders in Florida and estimated 25,000 nationwide. FFA will report more on this next month.

The only organization in Florida with this mission

How many statewide organizations do you know in Florida that are:

- Challenging numerous retailers to stop selling pornography?
- Asking companies to stop advertising on several irresponsible television shows?
- Calling on prosecutors to go after internet porn and sex clubs?
- Asking 12 major oil companies to enforce their no-porn policy at 100,000+ stores?
- Urging elected officials to do more to find and incarcerate absconded sex offenders?
- Asking billboard companies not to accept advertising business from sex shops?
- Asking airport officials to stop selling pornography on taxpayer property?

Florida Family Association is the only statewide organization in Florida that is tackling these issues which threaten the quality of our moral environment.

There are other pro-family groups in Florida that are involved in other very noble causes. However, when it comes to these issues, we are it. This is our calling and we are trying our best to meet the challenge.

We need your prayers, participation and financial support if we are to succeed.

Please sign up for our email alerts so that you can join with other concerned citizens in our email campaigns that call for action by corporate and public officials.

And please help all of our efforts to be strong by sending a gift in the enclosed envelope.

Sincerely,

David Caton

Executive Director



DAVID E. CATON
Executive Director

**FLORIDA FAMILY
ASSOCIATION**
P.O. Box 46547
Tampa, FL 33647-0105

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.

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.

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Ninety Percent of Advertisers Drop Off Playboy TV Show

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market place, allowed to become more explicit and copied by other porn companies.

We sent out four emails since August 7th to encourage people to send emails to about thirty-five companies that advertised on the show. Florida Family Association also faxes letters to companies that advertise on the show.

As a result of these efforts, the following companies stopped advertising on Playboy's "Girls Next Door":

The Coca-Cola Company, Progressive Insurance, Geico, Hewlett-Packard, Amerifit, Loreal, Cingular, Mars, DSW Shoes, American Honda Motors, Best Buy, Bell South, GlaxoSmithKline, Conagra, Dyson vacuums, Schering-Plough Corporation, eHarmony, Priceline.com, TJ Maxx, IHOP, Dairy Queen, The Hershey Company, Rustoleum, SC Johnson, American Suzuki Corporation, Nestle, Fruit of the Loom, Regis Corporation, Sprint-Nextel, Burger King, Home Depot, Bridgestone-Firestone, Revlon, Hyundai Motor America, General Nutrition Corporation (GNC), Biolab (Greased Lightning), Coty (Rimmel), Plantronics, Berlex (Yasmin), Klein-Becker USA, Logitech, WhiteWave and Children's Place Retail Stores.

Some of the companies who recently pulled off the show responded to our last action email with the respective statements reprinted in part below:

Conagra *"Thank you for your note expressing concern about our advertising appearing on a new Entertainment Channel show, 'Playboy's Girls Next Door.' This program was not part of our media buy, and the network placed our advertisements on this new television show without our knowledge. We have no plans to advertise on this program again."*
Julie DeYoung, Corporate Affairs.

Dyson *"Dyson sets very specific standards for media selection. Your comments will help our assessment of those guidelines going forward."*
Andy Miller, Customer Service Specialist.

Sprint-Nextel *"Thank you for contacting Sprint. I am writing in response to your message expressing concern about advertising during the television show, "Playboy's Girl Next Door" on E! Channel. The Sprint consumer promotional TV spot that aired during this program was selected by E! Channel without our prior knowledge as part of a general advertising purchase. We appreciate your feedback as we continually evaluate our choice of programming for our advertisements."*
Leigh Horner, Director, Public Affairs.

Hyundai Motor America *"Thank you for contacting Hyundai Motor America. We appreciate your taking the time to contact us regarding your concerns about our television advertisement. We welcome consumer feedback, as it is important to Hyundai that we understand the mindset of our consumers and the issues that are of concern. Please know that it is not the intention of Hyundai to offend consumers with its commercials or the characters in the commercials."*
Consumer Affairs.

Basic Research *"Thank you for your email regarding our company advertising on the Entertainment Channel's "Playboy's Girl Next Door." This advertising is part of an overall package which includes the History Channel, Discovery Channel, the Food Network, etc. We don't specifically 'sponsor' that particular program. However, we are having our advertising representatives look into the issue. If you have any other questions or concerns please let us know."*
Jennifer Wilcox, Customer Development.

The Entertainment Channel (E!) is the only advertiser supported network that carries Playboy programming. FFA is working hard to influence many companies to stop advertising on the show with the hope that E! will cancel the program.

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, click on the button labeled "Subscribe" in the left hand column.

After reading the information on how the system works, click on the "Register" or "Sign Up" button and complete the form.

HAS FFA MAIL BEEN RETURNED TO YOU?

Has one of Florida Family Association's contribution return envelopes been returned to you with a stamp that reads "Address Unknown" or "Box Closed?"

Several supporters have had their contribution return envelope returned to them with these words stamped on the envelope.

It appears that someone in the Tampa Post Office is disrupting FFA's mail. Several complaints have been filed with various postal officials and postal inspectors.

If the mail you send to Florida Family Association is ever returned please place the returned item in another plain envelope and mail to FFA's post office box.

RICO TRIAL DATE FOR 4 TAMPA SEX SHOPS CHANGED AGAIN

Florida Family Association previously reported the first RICO case against Tampa's nude business industry was scheduled for trial on October 3, 2005 in Judge Debra Behnke's court. However, a change of one of the four defendants attorneys caused the trial to be delay. FFA is monitoring the case and will provide future reports as the trial develops.

TAXPAYER PROPERTY SHOULD NOT BE USED FOR SALE OF PORN

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Airports are the only taxpayer owned property that FFA is aware of that allows the sale of pornographic magazines. Florida's Turnpike System does not allow the sale of pornographic materials at retail stores that operate under contract with the State of Florida. The United States Department of Defense has prohibited the sale of pornographic magazines at PX stores on military bases for several years. The State of Florida Department of Corrections has prohibited the sale, receipt and possession of pornographic magazines in Florida prisons for many years.

The contract between the Hillsborough County Aviation Authority and Host International Airport states "*By entering into this Agreement, Company agrees that Authority has the right, in its reasonable discretion, to require withdrawal of any merchandise, product line, or traveler necessity, whether it be that of the Company or its Subcontractors.*" AND "*All merchandise offered for sale shall be subject to inspection at all times, and any item found to be objectionable by Authority shall be removed immediately from stock of Company or its Subcontractors upon written request of the Director of Aviation to Company.*"

These contract terms give the Aviation Authority the legal right to ask for the removal of pornographic magazines such has Hustler, Penthouse and Playboy.

FFA wrote letters to all five Aviation Authority Board members on September 26th which stated in part, "*You, as a duly appointed board member of the Aviation Authority by electorate representatives of the people of this county, are the final authority. Do you support the sale of pornographic publications in our airport? We look forward to sharing your response with our constituency.*"

Florida Family Association is continuing to pursue a favorable response. FFA plans to call upon other airports to remove pornographic magazines from taxpayer owned property if the effort in Tampa is successful.