

FLORIDA FAMILY ASSOCIATION

October
2006

FFA ACCOMPLISHES GOAL OF INFLUENCING MAJOR LOSS OF ADVERTISERS DURING E! CHANNEL'S PLAYBOY SHOW

Florida Family Association's (FFA) television monitoring efforts has influenced Two Hundred Two (202) companies to stop advertising during Playboy's "Girls Next Door" which airs on the Entertainment (E!) Channel. This has resulted in a major decrease in the number of paid advertisements.

Monitoring records for the four week period ended October 3, 2006 report that approximately Sixty Five percent (65%) of the advertising time on Playboy's "Girls Next Door" has been filled with E! Channel promotions and network trades instead of paid advertisements. This porn show is losing serious money.

See page 4 ... Playboy TV Show Loses 202

FFA FILES 7,500 MORE PETITIONS FOR FLORIDA MARRIAGE PROTECTION AMENDMENT

Florida Family Association (FFA) has collected approximately 7,500 more petitions for the Florida Marriage Protection Amendment. FFA had set a goal of collecting another 10,000 petitions during July and August to help qualify the amendment for the November 2008 ballot.

FFA filed the 7,500 petitions during the second week of September. FFA will continue to collect the petition signatures until the required number of 611,009 is reached to qualify the amendment for the ballot.

Numerous other pro-family and church organizations are collecting signatures. The effort is being lead by Florida Family Policy Council.

FFA RECOMMENDATIONS FOR VOTE ON PROPOSED AMENDMENTS TO FLORIDA CONSTITUTION

Florida Family Association makes the following recommendations regarding the proposed state constitutional amendments that appear on the November 7, 2006 ballot.

No. 1 STATE PLANNING AND BUDGET PROCESS

This amendment provides for fiscal conservatism and accountability. FFA recommends a YES vote.

No. 2 TERM LIMITS - Removed from ballot

This amendment proposed by the Florida Legislature increases the number of years a state representative or senator may stay in office. This amendment was removed from the ballot.

No. 3 REQUIRING BROADER PUBLIC SUPPORT FOR CONSTITUTIONAL AMENDMENTS OR REVISIONS.

This amendment proposed by the Florida Legislature increases by Ten percent (10%) the percentage needed to approve a state constitutional amendment. Future constitutional amendments would require a Sixty percent (60%) vote to be approved.

This amendment decreases voters rights while giving greater power to the Florida Legislature and lobbyists. In effect, voters are being asked by the legislature to reduce their voting power from One vote to Ninety percent (90%) of one vote.

Most constitutional amendments are initiated by citizen groups because the Florida Legislature failed to respond to their legislative requests.

See page 3 ... Florida Amendments

SOME ENCOURAGEMENT IN THE WAKE OF 2006 ELECTIONS



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The media is buzzing with alleged news that evangelical Christians are disenchanted with what their elected leaders are doing or not doing.

Many news organizations are predicting that social conservatives are so upset over the events taking place that they will likely sit this election out.

Some media pundits and talk elitists are suggesting that Christian conservatives are planning to show their leaders who is boss by not re-electing them to office.

Is the liberal media actually going to convince us to stay home? I hope and pray not.

Exercising our right to vote is imperative to ensure proper representation in government. And maybe in this election, voting means keeping status quo or choosing the lesser of two unsatisfactory candidates.

But we must vote. If we do not vote, we lose by default.

I know that many social conservatives are discouraged. I am not happy with what is happening either. But I intend to vote and encourage you to vote as well.

I remember nine years of this ministry we were faced with liberal leadership in Washington and Tallahassee. We do not want that to happen again. But if it happens I also remember the many, many victories that we were blessed with during those years that did not involve government.

See page 3 Message Continued

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.

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FLORIDA AMENDMENTS

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Many times this failed legislative response is caused by the opposing influence by special interest lobbying groups. Making it more difficult "for the people" to influence their government by increasing the amendment approval percentage gives more power to those special interest groups and the legislature they are seeking to influencing.

Section 1 of The Florida Constitution states "All political power is inherent in the people." Amendment 3 dilutes the political power of the people.

Some amendments approved in prior years certainly do not belong in the Florida Constitution. However, reducing the Power of the People is not the answer. FFA recommends a NO vote.

No. 4 PROTECT PEOPLE, ESPECIALLY YOUTH, FROM ADDICTION, DISEASE, AND OTHER HEALTH HAZARDS OF USING TOBACCO.

This amendment requires that money received from the Tobacco settlement be used to curb teen smoking. FFA recommends a Yes vote.

No. 5 INDEPENDENT NONPARTISAN COMMISSION TO APPORTION LEGISLATIVE AND CONGRESSIONAL DISTRICTS WHICH REPLACES APPORTIONMENT BY LEGISLATURE.

This amendment was removed from the ballot.

No. 6 INCREASED HOMESTEAD EXEMPTION.

This amendment increases the homestead exemption for low income seniors from \$25,000 to \$50,000. FFA recommends a YES vote.

No. 7 PERMANENTLY DISABLED VETERANS' DISCOUNT ON HOMESTEAD AD VALOREM TAX.

This amendment provides ad valorem tax relief for

Director Message

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Most of the victories that we won during our past seventeen years were the result of our efforts that influenced the private market place, not government officials. The impact reported this month regarding our influence on companies that advertised on the Playboy show is one example. Our success in influencing 20,000 retailers and Fourteen Major Oil Companies with 170,000 locations to prohibit the sale porn is another example of many victories that Florida Family Association won in the private market which did not involve or need the help of government.

I encourage you to be encouraged and to vote on November 7, 2006.

I encourage you to remember that we will always have a voice and influence in the private market place regardless of what happens in politics.

Your financial support is very important to the strength of all of our efforts. PLEASE HELP all of our efforts to be strong this month by sending a gift in the enclosed envelope. THANK YOU.

Sincerely,

David Caten

Executive Director

disabled veterans. FFA recommends a YES vote.

No. 8 EMINENT DOMAIN.

This amendment prohibits the taking of private property through eminent domain and giving it to a natural person or private entity. This amendment should stop local governments from taking private property to give to developers in order to increase property values and tax bases. FFA recommends a YES vote.

Florida Family Association (FFA) is a non-profit 501C3 organization. IRS rules permit non-profit 501C3 organization to take positions regarding issues. However, IRS rules forbid non-profit 501C3 organizations from endorsing or recommending candidates.

PLAYBOY TV SHOW LOSES 202 ADVERTISERS

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Very few new advertisers appeared during that four week period. The advertisers that did appear promptly stopped advertising after FFA communicated concerns regarding the program's content.

Florida Family Association (FFA) began calling on companies to stop advertising fourteen months ago when Playboy's "Girls Next Door" first aired. FFA faxed over Four Hundred (400) letters to advertisers and launched fourteen email campaigns targeting

companies that advertised during the program. FFA's faxes and email campaigns influenced TWO HUNDRED TWO (202) companies to stop advertising during Playboy's "Girls Next Door." These Two Hundred Two companies are listed below.

Florida Family Association will continue to contact companies that advertise during Playboy's "Girls Next Door." FFA is the only organization in the country that urges companies not to advertise on pornographic shows aired on E!, G4TV, VH1, A&E and History channels.

The following Two Hundred Two (202) companies discontinued advertising during Playboy's Girls Next Door after receiving emails from supporters and/or faxes from Florida Family Association:

1-800-Contacts, 1st Continental Mortgage, Activision, AIG Insurance, Allergan (Botox), Allied Domecq, Alltel, American Honda Motors, American Suzuki Corporation, Amerifit Nutrition, Anheuser Busch, Ask.com, Avon, Barr Pharmaceuticals, Bassett Furniture Industries, Bell South, Berlex (Yasmin), Best Buy, Bill Currie Ford, Biolab (Greased Lightning), Bissell, Boston Beer Company, Bridgestone-Firestone, British Airways, Brooks Institute of Photography, Busch Entertainment Corporation, California Tourism, Capital One, Carlson Companies, CCA Industries, Cendant Corporation, Charter One Bank, Children's Place Retail Stores, Church and Dwight, Cingular, Citigroup, ClassmatesOnline, Coca-Cola Company, Colgate Palmolive - Hills Pet Nutrition, Conagra, Constellation Brands, Coty (Rimmel), Cricket Productions, Crown Jewel Home Loans, Cutter Power Equipment, Dairy Queen, David's Bridal, Del Monte Foods, Dell Computers, Digital Innovations, Ditech, Drain Doctors, Dryers Grand Ice Cream (Haagen Dazs), DSW Shoes, Dunkin' Brands, Dyson vacuums, Earthlink, Ebay, Ediets.com, Eharmony, Eli Lilly, Estee Lauder, Expedia.com, F. Korbel & Brothers, Farberware, FEMA, Florin Roebig, PA, Footlocker, Ford, Ford Ampitheatre, Freeland Nissan, Fruit of the Loom, Galderma Laboratories, GAP, Geek Squad, Geico, General Motors, General Nutrition Corporation (GNC), Georgia Department of Economics, Gillette, GlaxoSmithKline, Goen Group, Helio.com, Hershey Company, Hewlett-Packard, Hillsborough Community College, Home Depot, Hotels.com, HSBC Bank, Hyundai Motor America, IAC/Interactive - Hotwire.com, IHOP, InCharge Institute of America, Intel Corporation, International Academy of Design, Jaguar of Tampa, Jenny Craig Weight Loss, Johnson & Johnson, Klein-Becker USA, K-Mart, Las Vegas Convention and Visitors Authority, LaZ-Boy, Inc., Levi Strauss & Company, LGInfoUSA, Liberty Capital, Limited Brands (Victoria Secrets), Lions Gate Entertainment Corporation, Logitech, Loreal, Lucas Film, Macy's, Mars, MasterCard International, Match.com, Mercedes Benz USA, Microsoft, Miller Brewing, Mishan & Sons Importers, Mitsubishi Motor Sales of America, Monster.com, Motorola, Museum of Science and Industry, Mysafeflorida.com, Napster, National Presto Industries, Nestle, Netflix, Netzero, Nokia, Nutrisystem, Office of National Drug Control Policy, Olympus America, Orbitz, Orville Redenbackers's, Overstock.com, Panasonic, Petco Animal Supplies, Pfizer, Plantronics, PODS, Priceline.com, Procter & Gamble, Progressive Insurance, Radio Shack, Razor & Tie Entertainment, Reckitt Benckiser. PLC, Red Rose Dining, Regis Corporation, Rent Way, Rent-A-Center, Retail Ventures, Revlon, Rhino Linings, Ruby Tuesday, Rustoleum, Safeguard, Samsung, San Diego Convention & Visitors Bureau, Sante Active, Inc., Sara Lee Branded Apparel - Hanes, SC Johnson, Schering-Plough Corporation, Seiko Corporation of America, Sepracor, Silk Gardens, Skechers USA, Sony Corporation of America, Southern Bell, Sprint-Nextel Corporation, St. Petersburg Times Forum, Starwood Hotels and Resorts Worldwide, Steak n Shake, Tangobyphone.com, Target Corporation, TGI Friday, The Scooter Store, TJ Maxx, T-Mobile USA, Tommy Hilfiger, Toyota Corporation, Toys R Us, Trans Union LLC, Trans World Entertainment, Triarc Companies, True Credit, Under Armour Performance Apparel, United Church of Christ, United Online, Universal Technical Institute, Verizon Communications, Visit Jamaica, Vivendi Universal Entertainment, Volkswagen & Audi of America, Vonage, Weight Watchers, Wendy's International, Wesley Chapel Nissan, White Wave Foods (Silk Milk), Winn Dixie, Wyndham Resorts, XM Radio and Zappos.com.