

# FLORIDA FAMILY ASSOCIATION

OCTOBER  
2007

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## **FFA INFLUENCES MAJOR COMPANIES TO AVOID ADVERTISING ON MTV'S BI-SEXUAL DATING SHOW BEFORE IT EVER STARTED TO AIR**

Florida Family Association (FFA) sent emails on September 25th to urge the presidents and marketing officials of eighty seven products to avoid supporting MTV's new Bi-Sexual Dating Show.

Thus far General Mills, Procter & Gamble, Merck, Pepsi, General Motors and ScheringPlough, representing twenty of the eighty seven products advertised on MTV, have informed Florida Family Association that they do not intend to advertise during this program.

MTV plans to air the first of ten episodes of "A Shot At Love With Tila Tequila" on October 9th.

*Continued on page 3 ... Companies Avoid MTV*

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## **FFA EMAIL CAMPAIGN INFLUENCES GOVERNOR TO RENOUNCE MEETING AND SUPPORT FOR GAY ACTIVISTS**

Florida Family Association's email campaign influenced Florida Governor Crist's Chief of Staff to renounce an alleged meeting with homosexual activists and support for their radical agenda.

Equality Florida, a homosexual activist group, sent out an email alert which claimed that their executive director, Nadine Smith, met with the governor's office on September 11, 2007. Her email alleged that Governor Crist supported their version of legislation that would give special legal protection to "gender identity" in public schools. The "gender identity" category includes transvestism. That means male students would have the full protection of Florida Statutes to cross dress while attending public schools. Nadine

*Continued on page 4 ... Governor Renounces*

## **FEDERAL JUDGE UPHOLDS PUBLIC NUDITY & ADULT USE ORDINANCES, SARASOTA, PLANT CITY MOVE FORWARD WITH NEW ORDINANCES**

A federal judge ruled October 4th to uphold a Public Nudity Ordinance and Adult Entertainment Ordinance that Florida Family Association has worked many years to see enacted.

Florida Family Association (FFA) started lobbying the Hillsborough County Commission in January 2003 to adopt a public nudity ordinance and place a referendum regarding the issue on the general election ballot. FFA lobbied for the same without success for ten years prior to 2003.

Thankfully the commissioners moved forward with Florida Family Association's request in 2003.

*Continued on page 4 ... Laws Move Forward*

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## **MOVIE GALLERY, LARGEST HARD- CORE VIDEO RETAILER CLOSSES 520 STORES, PLANS BANKRUPTCY**

Movie Gallery, which also owns Hollywood Video Stores, is the largest retail chain in America that rents hardcore pornographic movies. The company rents hardcore videos and DVDs in numerous small towns that do not have adult bookstores.

Numerous pro-family organizations have encouraged concerned citizens for several years to boycott Movie Gallery.

Movie Gallery stock plunged from \$32 per share in May 2005 to 45 cents on October 5th. Reuters reported that Movie Gallery plans to file for Chapter 11 Bankruptcy protection this month.

*Continued on page 4 ... Movie Gallery*

## RESPONDING TO ISLAMIC FASCISM

During the past two years we have witnessed numerous advances by Islamic fascism here in the United States.

In many cases the liberal media has raced with the banner of political correctness and reporting bias to stand on the side of the people of Islam. CAIR's push to influence the Hillsborough County School District to erase Good Friday from the school calendar and the arrest of the two USF students carrying explosives near one of our military's largest supply bases are two good examples. In the first case The Tampa Tribune stood on the side of CAIR. In the second case the arrest of the two students has been all but ignored by the liberal national media.

Florida Family Association launched email campaigns on both of these issues. Our email reports show the response from supporters was overwhelming. The number of people who responded was nearly double that of any other email campaign. This is an indication that many of our supporters view Islamic fascism as a clear and present danger to their way of life and freedom of faith.

We plan to continue to oppose Islamic fascism in addition to fulfilling our mission to challenge the homosexual agenda, irresponsible television and pornography.

We need your financial support to stay strong in all of our efforts. Please help us this month by sending a gift in the enclosed envelope. Thank you.

Sincerely,

*David Caton*

Executive Director



**DAVID E. CATON**  
Executive Director

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**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.

# COMPANIES AVOID MTV'S BI-SEXUAL DATING SHOW

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The series will feature contestants who want to win the heart of Ms. Tequila. MTV says Ms. Tequila is a bisexual, which means the contestants on the show will be sixteen straight guys and sixteen lesbians. The finalists move into her mansion, live together, and each week Tila will narrow down her suitors. Tony DiSanto, Executive Vice President of series development and programming for MTV said "The show is a roller coaster ride of drama, conflict and emotion, busting stereotypes and challenging the norm—proving that the rules of attraction are made to be broken."

Florida Family Association's emails asked the corporate officials to withhold their advertising support for this show which MTV states is intended to "bust stereotypes and challenge the norm." The following responses from the companies who informed FFA that they will not advertise on the Bi-sexual dating show are printed in part below:

**General Mills** "Thank you for your recent email asking whether Yoplait intends to advertise on the upcoming program A Shot At Love With Tila Tequila on MTV. General Mills has long had a policy of airing advertising only on programs that are in line with the family-oriented nature of our products. As much as possible, we review programs to fit our family-oriented profile before spots air and make final determinations on an episode-by-episode basis. While it is not always possible to determine the content of a program prior to air, it is not uncommon for us to pull advertising on a specific episode if we believe its content may be objectionable to consumers. The program you mention does not fall within our guidelines. As a result, we will provide guidance to our media buyers that no commercial for a General Mills product should air during this show. Please let me know if I can offer any additional assistance." **Jeff Hagen, Director, Consumer Services.** General Mills advertised Yoplait on MTV.

**Procter & Gamble** "This responds to your multiple e-mails inquiring if any P&G brand plans to place advertising on the new MTV show refer-

enced below. There are no plans to do so. Please feel free simply to drop me a line if you have future questions of P&G. I'll be more than happy to help." **Scott Steward, Vice President, Marketing.** Procter & Gamble advertised the following eleven products on MTV: Ahoy Old Spice, Can Do Sensitive Wipes, DayQuil, Gain detergent, Gillette, Head & Shoulders, Herbal Essence, High Endurance Body Wash, NyQuil, Pantene, Secret, Vicks

**Merck** "Thank you for your September 25th email to Richard Clark concerning advertising on the new MTV show. Please be assured that Merck has no plans to sponsor the proposed new show." **Steven Kelmar, Vice President, Public Affairs.** Merck advertised Gardasil on MTV.

**Pepsi** "So sorry I didn't get back to you. We are not advertising on it. Thanks for checking." **Christine Jones, Manager, Consumer Relations.** Pepsi advertised Pepsi Smash and Mountain Dew on MTV.

**General Motors** "This show is on GM's "restricted list" with MTV; we will not sponsor it." **Ryndee S. Carney, Director, Corporate Communications.** General Motors advertised Chevy, Saturn, Onstar and GM on MTV.

**Schering Plough** "Per your September 25, 2007 email regarding our intention to advertise on a new MTV game show scheduled to debut in October, please note that we carefully screen the content of all programming and we deliberately have chosen not to advertise on programs such as this one." **Rosemarie Yancosek, Executive Director, Corporate Communications, Global Communications.** Schering Plough advertised Asmanex on MTV.

Florida Family Association will monitor each episode of MTV's Bi-Sexual Dating show starting with the pilot episode on October 9th. FFA will send out Email Alerts to inform supporters regarding those companies that advertise on this irresponsible show.

## LAWS MOVE FORWARD

*Continued from page 1*

However, the process was delayed as the commission waited on pertinent litigation to be resolved by the Eleventh United States Circuit Court of Appeals. Once the appeals were resolved in favor of the new ordinances being considered, Florida Family Association influenced the commission to hire Scott Berghold, lead attorney at AdultBusinessLaw.com, to draft the ordinances.

The Hillsborough County Commission approved the ordinances in September 2006. An attorney representing adult businesses filed a lawsuit in federal court seeking to strike them down as unconstitutional. However, on October 4th, United States District Court Judge Richard Lazzara upheld all three ordinances. Your emails and support made the difference.

**Sarasota County** has scheduled public hearings on November 26th at 9:00 AM and January 8, 2008 at 1:30 PM to consider an Adult Entertainment Ordinance similar Hillsborough County's. The location of the meetings has not been set. For more information go to <http://www.scgov.net/meetingsagenda.asp> and click on the link in the middle of the page titled Sarasota County Commission Meetings on Demand. Florida Family Association launched an email campaign this time last year to urge Sarasota County Commissioners and candidates for the commission to support and defend stronger regulations against sexually oriented businesses. Your emails made a difference.

**Plant City** is also preparing to adopt a Public Nudity Ordinance very soon.

If your community needs stronger laws to restrict sexually oriented businesses and would like help to influence officials to take action, please send an email including your name and city to [ffa@floridafamily.org](mailto:ffa@floridafamily.org)

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### Are you receiving FFA's Email Alerts?

Thousands of citizens have signed up to receive email alerts from Florida Family Association (FFA). 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.

## GOVERNOR RENOUNCES

*Continued from page 1*

Smith's email also alleged that "Governor Crist pumped his fist in the air enthusiastically as he told us 'I'm with you! I'm with you!'"

Florida Family Association sent out an Email Alert on September 11, 2007 entitled "Say it's not so Charlie, legal protection for transvestism in public schools." Our Email Alert encouraged supporters to send emails to Governor Crist questioning the allegations made by Equality Florida.

George LeMieux, Chief of Staff for Florida Governor Charlie Crist sent emails to some Florida Family Association supporters which stated: "Neither the Governor nor I met with this group, and no such statement was made."

Thanks to Florida Family Association supporter emails the governor's office publicly renounced Equality Florida's allegations. Your emails made the difference. We are pleased that the governor's office issued the renouncement.

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## MOVIE GALLERY

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Florida Family Association sent out an Email Alert in October 2005 to urge the Florida Retirement System Investment Plan to divest their investment in 48,135 shares of Movie Gallery stock. State Board of Administration of Florida Retirement System · 13F-HR · For 9/30/06 reports that Florida sold the Movie Gallery stock in the third quarter of 2006 just before election time but not before losing hundreds of thousands of employee retirement dollars.

Florida Family Association encourages you to avoid patronizing Movie Gallery. **Please consider sending a letter or email to encourage Movie Gallery to stop renting and selling hardcore porn videos.**

**Joe Thomas (J.T.) Malugen**  
**Chairman, President, and CEO, Movie Gallery**  
**and Hollywood Entertainment**  
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