

## MTV'S BI-SEXUAL DATING SHOW DROPS FROM MTV, MTV2 & MTV3; TILA TEQUILA CALLS IT QUILTS

"A Shot at Love with Tila Tequila," MTV's bi-sexual reality dating show, has not aired on MTV3 since late August. MTV moved reruns of Tila's show from MTV to MTV2 and from MTV2 to MTV3. Florida Family Association (FFA) followed the show through all three MTV networks calling upon companies to stop supporting the program with their advertising dollars. It appears that MTV moved the show to MTV2 and then to MTV3 in order to hinder FFA's monitoring efforts. However, Florida Family Association continued to contact advertisers until the show was finally pulled from MTV3, MTV's least viewed network.

TVGuide.com reports no future airings of "A Shot at Love with Tila Tequila" or "Tila Tequila's Spring

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## CITY OF TAMPA CLOSES 8 SEX SHOPS, 2006 REFERENDUM MADE THE DIFFERENCE

Florida Family Association (FFA) led an effort that started in January 2003 to influence the Hillsborough County Commission to approve a referendum regarding the need for law enforcement to address the inordinately large number of sex shops in Tampa. There are more sex shops in the Tampa than there are in any other city including Los Angeles and New Orleans. FFA strongly believed that if enough citizens voted yes on a referendum calling for more law enforcement action that authorities would take notice.

The Hillsborough County Commission placed the following non-binding straw ballot question on the November 7, 2006 General Election Ballot "Should the local governments within the borders of

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## FFA INFLUENCES MORE COMPANIES TO DEMAND REMOVAL OF THEIR ADS FROM PORN WEB SITES

Florida Family Association's efforts continue to be successful in preventing millions of porn images on the internet from being financially supported by advertising dollars from Corporate America.

Florida Family Association reported last month that "FFA heads off attempt to pioneer main stream advertising support for internet porn sites." The report stated that in part "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."

However, Florida Family Association is very certain now, based upon communications with more advertisers, that vendors within certain internet advertising networks have started placing advertisements from mainstream companies on numerous porn web sites.

Some of the responses that Florida Family Association has received from companies whose advertising banners appeared on web sites follow:

**PERMANENT GENERAL COMPANIES** "Thank you for bringing this matter to our attention. We are strongly opposed to advertising our products on any adult-oriented websites and were shocked to learn of this. Upon receiving your email Friday afternoon, we immediately took corrective action by contacting our interactive advertising agency to correct the issue and also investigate how this could have happened. The agency immediately blocked the adult site from displaying our ads and contacted the website network connected with the ad in question. The network

*Continued on page 3 ... More Companies Demand*

## We have never asked you to ...

... give sacrificially to Florida Family Association and we never will. Many people are going through hard times right now. They have lost jobs or their incomes have decreased below their minimum monthly budget requirements. If you fit in this category please know that we are not asking for or expecting your financial support at this time. We strongly believe that your priority is your family.

It is also quite understandable that many people would be inclined to hold back on making charitable contributions while cautiously watching the news regarding the bailout and Wall Street.

However, if you find your budget in the plus column we ask that you consider helping Florida Family Association's efforts to continue strong by making a gift at this time. Contributions to Florida Family Association have declined over the past two weeks mostly on the news surrounding the bailout..

All three accomplishments reported in this month's newsletter is the direct result of your support for FFA and our primary involvement in these issues. Your support is making a difference for our moral environment.

If you can make a contribution this month to help our efforts to stay strong please send it in the enclosed envelope with the enclosed gift form. **THANK YOU.**

Sincerely,

*David 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.

# MORE COMPANIES DEMAND REMOVAL OF ADS

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*claimed that a recently added publisher had placed its ad tag on an unapproved website that the network's team caught around 4:26 PM EST on September 5 during their frequent auditing process; the network immediately disabled the publisher's tag. It was subsequently learned that this network's audit process is manual and does not automatically pair the URL of a site a banner ad appears on with the approved URL of the account. Our agency has since discontinued its affiliation with this vendor until the vendor can improve upon its ad tracking and auditing capabilities. Please know that our company strives to insure our internet advertising does not appear on any websites with known adult content; while this is an unfortunate incident, it is the first that we have been made aware of and we are confident our interactive advertising agency is doing everything it can to adhere to our strict advertising guidelines. We truly appreciate your email and hope that this explanation has been helpful." **Randy Parker, President and CEO, Permanent General Companies, Inc.***

**CIRCUIT CITY** *"Your email found it's way to me, as I'm over our banner advertising program. All of us at Circuit City are deeply disturbed at the thought of our banners appearing on such a site. Let me assure you that this is in no way part of our advertising strategy, online or otherwise, to associate our brand with such content. We take careful measures with the sites and ad networks we do business with to make sure they understand that any kind of hostile environment is completely unacceptable to us. Furthermore, we make it clear that anyone who violates this will be subject immediate cancellation. We require the ad networks we work with to sign a Standards and Practices document. We also request their participating sites lists. As a result of your email, we are investigating who could have breached our agreement and assure you we will take appropriate action. Thank you for making us aware of this." **Julie Borill, Assistant Manager Digital Marketing Circuit City.***

**HOOVER'S** *"I was forwarded your e-mail below. Thank you for bringing this situation to our attention. Let me to assure you that Hoover's did not knowingly or intentionally advertise on this web site. While we are conducting a detailed investigation, it is clear that our ads were picked up by this site without our knowledge or approval. This placement was certainly not conducted on our behalf, nor is it in line with our corporate values. While it appears that our ads are no longer appearing on this site, we share your concern, and we are working with our advertising partner to get to the bottom of this unauthorized placement, and ensure that the Hoover's name is not misrepresented in such a way in the future. Again, we thank you for bringing this situation to our attention." **Lisa Glass, Public Relations Manager, Hoover's Inc.***

Thanks to a concerned citizen who reported the advertising activity Florida Family Association has been very effective in influencing over ninety percent of the companies thus far that have advertised on these porn sites to pull their ad banners.

Unfortunately, the vendor(s) continue to push their agenda of trying to profit from mainstream advertising dollars that financially support porn web sites that are free to the internet user. Just like companies who claim their advertising buyers should not have placed their advertisements on certain television shows, FFA is finding the same problem with internet media buyers allowing mainstream company ads to appear unauthorized on porn sites.

America's moral environment cannot afford to have the internet porn industry move from a subscriber based medium to hosting all of their smut online for free. FFA does not intend to allow this to happen. Florida Family Association will continue to contact all mainstream companies whose products are being advertised on these porn web sites. This has become a major effort for Florida Family Association.

## OFFICIALS ENFORCING THE LAW

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*Hillsborough County regulate sexually oriented businesses to the fullest extent allowed by law?"* 58.46% or 157,990 voters voted yes on the referendum.

Shortly after the November 7, 2006 referendum the Tampa Police Department established a new squad led by Detective Mark Dinsmore to investigate crimes that occur at sex shops. This new squad closed the following Eight (8) lingerie modeling shops in the Drew Park area:

4220 West Cayuga St.	4508 West Osborne Ave.
4023 West Alva St.	4022 West Cayuga St.
4010 West Cayuga St.	4707 North Clark Ave.
4015 West Osborne Ave.	4708 West South Ave.

Detective Dinsmore recently informed Florida Family Association that the Tampa Police Department has made a total of 164 arrests. Detective Dinsmore noted that law enforcement efforts now include other areas of Tampa. Florida Family Association applauds the City of Tampa and the Tampa Police Department for addressing the proliferation of sex shops in Tampa. FFA looks forward to the closure of more sex shops.

The Tampa Tribune reported the following on June 21, 2008 regarding the aggressive behavior that occurs in these sex shops: *"And both detectives agreed that although the charges imposed on these offenders are misdemeanors, this sort of behavior can mark the first step on the road to becoming a sexual predator, which might explain why the city is willing to spend"* money fighting this sleaze. Hypocritically, the news media attacked Florida Family Association for suggesting that Tampa's unusually large number of sex shops might account for Tampa's extraordinarily high rape rate.

ADDITIONALLY, three stronger Adult Use Ordinances enacted by the Hillsborough County Commission at the same time as the referendum was approved were all ruled by the Eleventh U.S. Circuit Court Appeals as constitutional on September 18, 2008. FFA is communicating with county officials regarding future enforcement of these stronger restrictions.

Florida Family Association plans to initiate similar efforts in other Florida counties and cities after seeing how Hillsborough County executes enforcement of the new laws and based upon citizens in these other counties and cities being able to help lead the effort locally.

## MTV BI-SHOW OFF THE AIR

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Break Fantasy Couple." News reports claim that Tila turned down MTV's alleged offer to produce "A Shot at Love with Tila Tequila 3." *"MTV asked me to do another season, but I don't want to do that right now,"* Tila says. *"I'm going to do something else with my life. It's time to move on."*

Florida Family Association believes that this news report is nothing more than spinning a story to cover the fact that MTV's bi-sexual dating show lost tremendous advertising support. FFA contacted companies that advertised during first run and repeat episodes that aired on all three MTV networks. Additionally, FFA initiated campaigns which encouraged supporters to send emails and postcards to companies that continued to advertise during the show after receiving one on one communications from FFA. These efforts influenced Ninety Four (94) advertisers to pull off of Tila's show.

It appears that FFA's successful efforts to influence so many major advertisers to pull off Tila's shows has influenced MTV to abandon future productions and airing reruns. Florida Family Association will continue to closely monitor the situation.

**The Ninety Four (94) companies that stopped advertising on MTV's include: "A shot at love with Tila Tequila" after receiving emails from FFA and supporters include:**

Activision (Call of Duty, Guitar Hero, Tony Haws Proving Grounds games), Adidas, AIG Auto Insurance, Alberto-Culver USA, Allstate, AT&T Mobility, Bandai America, Bank of New York, Barr Pharmaceuticals, Best Buy, Bissell, BIC, Brinker International, Bristol-Meyers Squibb, British Petroleum, Busch Entertainment, Cadbury Adams (Dentyne, Trident), Career Education Corporation, Centocor, Church & Dwight, Circuit City, Coca Cola, Columbia Sportswear, Converse, Corinthian College, D3Publisher of America, Dell, Dolce and Gabanna Srl, Domino's Pizza, Drivetime, Inc., EA Games, First Marblehead Corporation, Firstgroup America (Greyhound), Ford Motor Company, Gamefly, Gamestop, GAP, Garmin, General Motors, Global Wireless, Greyhound, Hanes Brands (Playtex), Hanover Direct, Hasbro, Hillsborough County Anti-Drug Alliance, Hillsborough County Schools, Jane and Company, JC Penney, Johnson & Johnson (Monistat, Neutrogena, Listerine), JP Morgan Chase, Kawasaki Corporation USA, Kentucky Fried Chicken, KIA Motors USA, Levi Strauss, LG Infocomm USA, Limited Brands, Macy's, Mar's, Inc. (Snickers, Starburst), Monster.com, Motorola, Nationwide, Nintendo, Office of National Drug Control Policy, Payless Shoes, Old Navy, Payless Shoes, Pfizer (Listerine), Pizza Hut, Procter & Gamble (Old Spice, Secret), Razor & Tie Entertainment, Red Bull, Saab Automobile Usa, Samsung, SCi Entertainment, Sonic Drive Ins, Southwest Florida College, Sprint-Nextel, Taco Bell, Take Two Interactive (NBA games), Target, T-Mobile UAA, Tempur-Pedic, Tiger Shulmann's Marshall Arts, Toyota Motor Sales, Triarc Companies, Unitrin, Universal Technical Institute, US Navy, Valve Corporation (The Orange Box), Verizon, Victoria Secrets, Virgin Mobile, Wal-Mart, Webster University, Wendy's International and Warner-Chilout