

HOWARD STERN LOSES PLACE ON CONVENTIONAL RADIO

THE HOWARD STERN SHOW will be OFF ALL RADIO STATIONS in Florida and the United States by the end of next year. Howard Stern could not withstand the huge loss of advertisers and radio stations that resulted from the monitoring efforts of Florida Family Association and other organizations.

The *Howard Stern Show* will move to *Sirius Satellite Radio* at the end of next year when Stern's radio distribution contract expires. Stern's move to satellite radio is an indication that the company that distributes his radio show to local radio stations was unwilling to renew his contract. The distributor's decision was probably based on the show's high loss of advertisers, high loss of participating radio stations and *FCC* fines.

See page 4 ... Stern Show Will Be Gone

MOVIE **BIRTH** SHOWN BEFORE SCHEDULED RELEASE DATE

Nicole Kidman's new movie "*Birth*" was originally scheduled to be released on November 5, 2004. However, the movie was released one week early after Florida Family Association launched an email and postcard campaign opposing the movie.

The following *Reuters* news dated September 8, 2004 reports why Florida Family Association was very concerned with the movie's content.

"Kidman's 'Birth' stirs up controversy in Venice. Her love interest in the film is a 10-year-old boy. Actress Nicole Kidman made waves in Venice Wednesday as a fragile young widow who believes a 10-year-old boy is the reincarnation of her dead husband in the world premiere of 'Birth.'"

See page 4 ... Birth Moved To Avoid Controversy

BOYCOTT CALLED FOR **CIRCLE K STORES**

One Family Business To Withhold \$46,000 In Annual Diesel Purchases From Circle K Stores

Florida Family Association is calling for a boycott of *Circle K Stores* because of their recent decision to start selling pornographic magazines such as *Playboy* and *Penthouse*.

Circle K Stores is the only major convenience store chain in Florida that sells pornographic magazines such as *Playboy*. *Circle K Stores* is now the largest convenience store chain in America that sells pornography.

Florida Family Association mailed letters to 1,400 *Circle K Store* managers nationwide. These letters informed store managers that Florida Family Association would start mailing the two sided brochure shown on page 3 to thousands of homes and businesses that surround *Circle K Stores*.

"We will need your support to help make this direct mail campaign a success." Notes David Caton, Florida Family Association Executive Director. *"Please help this campaign to be strong by sending a gift in the enclosed envelope."*

A businessman from **Plant City** called Florida Family Association (FFA) on October 27th. He informed FFA that he will not purchase diesel fuel from *Circle K Stores* again as long as they sell porn magazines. He said that he spends \$46,000 a year on diesel purchases.

Circle K Stores will have to sell a lot of magazines to make up for the \$46,000. Florida Family Association will ask other businesses that operate trucks to also boycott *Circle K Stores*. *Continued on page 2 and 3.*

YOUR SUPPORT NEEDED FOR VICTORY

We are preparing the direct mail campaign to inform consumers about Circle K Store's new leading role in the sale of pornography.

The direct mail brochure on page 3 will be mailed to thousands of homes and businesses that surround Circle K Stores. This campaign will target homes and businesses around different Circle K Stores EACH MONTH as long as the company sells the magazines.

Similar campaigns have succeeded in influencing the following companies to stop selling pornographic magazines: Albertson Supermarkets, Amoco Split Second, Cumberland Farms, Country Cupboard, EZ Serve, Farm Stores, Kash n Karry, Majik Mart, Race Trac, Ready Food Stores, Rite Aid, Sav-A-Ton, 7 Eleven, Starvin Marvin, Swifty Mart, Swifty Serve, Texaco Food Marts and Tom Thumb Food Stores.

The strength of our campaign will depend upon the generous and faithful support of the people who read this newsletter.

PLEASE HELP the Circle K Store direct mail campaign and all of our other efforts to be strong by sending a gift in the enclosed envelope. **THANK YOU.**

Sincerely,

David Caton

Executive Director

OUR MISSION SINCE 1987
is to educate Consumers and Corporate America regarding the harmful effects of pornographic media and steps they can take to improve the moral environment.

DAVID E. CATON
Executive Director

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

TOLL FREE 1-800-357-7128
FAX 1-813-264-0658
EMAIL ffa@floridafamily.org

ONLINE DONATIONS

Donations can now be made online with **VISA** or **Mastercard** credit or debit cards.

ONE TIME or **MONTHLY GIFTS** can be made online by going to floridafamily.org and clicking on the "**Give A Donation**" button. Regular monthly gifts can be set up to automatically debit your account.

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.

CIRCLE K HAS STARTED SELLING PORNOGRAPHY

CIRCLE K STORES recently started selling PORNO magazines after being acquired by the FRENCH-CANADIAN company *Alimentation-Couche-Tard, Inc.*

CIRCLE K STORES is the LARGEST CONVENIENCE STORE CHAIN IN AMERICA THAT SELLS PORNOGRAPHY.

Most of the TOP TWENTY convenience store chains in AMERICA DO NOT SELL pornography.

If you are concerned about CIRCLE K's decision to start selling pornography in your neighborhood, please consider writing to:

ALAIN BOUCHARD, Chairman
ALIMENTATION COUCHE-TARD, INC.

1600 Saint-Martin Blvd. East, Tower B, Suite 200,
Laval, Quebec, Canada, H76 4S7,
Phone 1-450-662-3272, Facsimile 1-450-662-6648,
EMAIL alain.bouchard@couche-tard.qc.ca

Please email us at ffa@floridafamily.org if you plan to boycott Circle K.

FLORIDA FAMILY ASSOCIATION
POST OFFICE BOX 46547
TAMPA, FL 33647-0105

**A FRENCH-CANADIAN COMPANY
IS A NEW PORN MERCHANT
IN YOUR NEIGHBORHOOD**

ADDRESSED TO: 1,000's OF SELECTED HOUSEHOLDS
AND BUSINESSES THAT IMMEDIATELY
SURROUND CIRCLE K STORES

STERN SHOW WILL BE GONE

Continued from page 1

Florida Family Association (FFA) has worked very hard since August 1995 to influence the removal of the *Howard Stern Show* from the air. FFA has written over 30,000 letters to companies that advertised on the Howard Stern Show.

The NINE (9) YEARS that FFA devoted to writing letters to advertisers were well worth the effort. OVER TWO-THOUSAND (2,000) COMPANIES stopped advertising on the *Howard Stern Show*. FFA influenced over NINETY PERCENT (90%) of the companies that FFA wrote to drop off Stern's show.

This tremendous loss of advertisers influenced the removal of the Howard Stern Show from **WCLB** in **West Palm Beach**, **WTBB** in **Panama City**, **WTKS** in **Orlando** and **WBGW** in **Miami**. Additionally, Florida Family Association's monitoring efforts influenced the removal of Howard Stern from all **WB television stations** nationwide, all **UPN television stations** nationwide and all **CBS television stations** nationwide.

Thanks to the help from supporters across the state FFA was able to record and monitor the *Howard Stern Show* on every **WB**, **UPN** and **CBS** television station in Florida. We wrote the companies that advertised on every **WB**, **UPN** and **CBS** station in the state until the *Howard Stern Show* was removed from the air.

Many media professionals believe that Stern's move to satellite radio marked his final defeat in his effort to stay on conventional radio. Satellite radio requires subscribers to pay for the network. Satellite radio currently does not have many customers.

Even though Howard Stern is surrendering from conventional radio FFA devoted one last letter campaign to oppose his program. FFA urged thousands of people to send emails to the few companies that sell Sirius Satellite Radio urging them to break their affiliation with the company based on Sirius' airing the Howard Stern Show.

Our TENS OF THOUSANDS of letters to over 2,000 advertisers over nine years have finally paid off. THIS IS A HUGE VICTORY.

BIRTH RELEASE MOVED TO AVOID CONTROVERSY

Continued from page 1

"The disturbing film by up-and-coming director Jonathan Glazer has already stirred up controversy with provocative scenes of Kidman and the boy naked in a bathtub together.

In another shot, Kidman's character Anna tenderly kisses the young Sean after being convinced that he is indeed her long lost husband."

These reports indicated this movie crossed the line. So Florida Family Association targeted movie theaters with an email and postcard campaign.

AMC Theaters responded in part, *"While there may be opposing points of view about Birth, we believe it is important to provide our guests with the opportunity to make their own personal movie going choices and judgments about a film's merits."* Alice Rogers, Vice President, Quality Assurance.

This movie would have never gotten this far if it had reversed the roles with a man and a ten-year-old girl. The use of a boy and a popular young female actress are no more appropriate.

Theaters released the movie one week early as the number of emails and postcards they received increased.

"We believe the theatres thought we may protest at their cinemas on opening day." Notes David Caton, Florida Family Association Executive Director. *"It appears they may have released the movie a week early to avoid the possibility of a public protest and damaging controversy. The movie's early release is an indication that our emails and postcards raised concerns that cinemas wanted to avoid. Hopefully our emails and postcards will affect future attitudes against similar movies in the future."*

While the final movie ultimately avoided adult and child sexual contact it was still inappropriate and irresponsible because of its involvement of a child.