

# FLORIDA FAMILY ASSOCIATION

NOVEMBER  
2005

## TAMPA INTERNATIONAL DROPS 12 PORN MAGAZINES KEEPS SELLING FOUR TITLES

Florida Family Association (FFA) asked the Hillsborough County Aviation Authority to discontinue the sale of pornographic magazines at the Tampa International Airport.

After two months of internal communications, Host, the company that manages retailers at the airport, made the decision to discontinue the sale of twelve pornographic magazine titles. However, they will continue to sell the four magazines Playboy, Penthouse, Hustler and Club.

Florida Family Association informed airport officials that taxpayer property should not be used for the sale

*Continued on page 4 ... Airport Drops 12 Magazines*

## SEVENTEEN MORE COMPANIES DROP PLAYBOY TV SHOW

Emails from FFA supporters and faxes from the FFA office to companies that advertise on Playboy's "Girls Next Door" have recently influenced seventeen more companies to discontinue advertising on the show since the last newsletter.

Florida Family Association supporters have influenced **a total of SIXTY-ONE (61) companies** to stop advertising on Playboy's television show since the campaign began on August 7, 2005.

Playboy's "Girls Next Door" is showing serious signs of distress. The program has dropped from twenty episodes per week in the first three weeks of airing to an average of six per week during the last two weeks. The Entertainment Channel has changed the day and

*Continued on page 4 ... See Playboy Show Losing*

## FFA INFLUENCES 10 ADVERTISERS TO DROP G4TV'S THE MAN SHOW

### Verizon finally admits their ads Were placed on The Man Show

Florida Family Association (FFA) began faxing letters to advertisers immediately after the G4TV channel acquired old episodes of The Man Show from the Comedy Central channel and started airing this disgusting program on their network. FFA also launched an email campaign to encourage thousands of citizens to send emails to advertisers.

Emails from supporters of the campaign and Florida Family Association's faxes influenced the following ten companies to discontinue advertising on The Man Show: **Verizon Communications, Pepsi-Cola, Nestle USA, American Honda Motor Company, Congra, Cadbury Adams USA, Circuit City, Hasbro, Dell and TomTom International.**

*Continued on page 3 ... Companies Drop Man Show*

## SCHOOL BOARD BLOCKS FFA'S EMAILS, VIOLATES THE FIRST AMENDMENT

Florida Family Association launched an email campaign that encouraged thousands of citizens and supporters to send emails to Hillsborough County School Board members. The emails asked the school board to "*reconsider your vote regarding the removal of Yom Kippur, Good Friday and the day after Easter from the school calendar.*"

However, the school district made the unprecedented decision to block emails from the Florida Family Association campaign. This clearly violates the First Amendment and due process rights of citizens. FFA is researching and preparing a legal response to this school board's blatant affront to the rights of citizens.

# WE ARE VERY THANKFUL

We have a lot to be thankful for this Thanksgiving.

We are thankful for the Lord's mercy and blessings on this ministry. It is so clear to us that the Lord is our strength, our protection and our provider. There is no way we could perform the efforts of this ministry or obtain the success we have achieved without His presence and His prosperity.

We are thankful for your prayers, participation and financial support. The prayers you lift up to the Lord keep us strong in spirit. The emails, postcards and letters you send to Corporate America and Public Officials gives life and reason to our mission. The financial support you send to Florida Family Association makes it possible to have people devoted to this mission fulltime.

Florida Family Association is involved in many efforts to influence Corporate America and Public Officials to embrace morally responsible business practices and public policy. The results of our efforts will hopefully make a difference in protecting and improving our moral environment.

Please pray for our continued success, protection and favor in the market place.

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

We pray that you and your family will have a wonderful Thanksgiving. God bless each one of 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.

# TEN (10) COMPANIES DROP THE MAN SHOW

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*Continued from page 1*

G4TV, a game show channel watched by millions of kids, is airing The Man Show. The Man Show is one of the most pornographic, disgusting and degrading television shows ever aired on unrestricted advertiser supported television.

G4TV aired twenty-eight episodes of The Man Show for a total air time of fourteen hours during each of the past two weeks. Comcast, owner of G4TV, boasts the channel is now available to 53 million cable and satellite homes nationwide.

The content of The Man Show was so degrading and pornographic that Florida Family Association made this program a top monitoring priority from July 2002 to June 2004. The program aired during that time on Comedy Central. FFA faxed 902 letters to companies that advertised on The Man Show. About ninety percent of these companies stopped advertising on the program. Comedy Central cancelled The Man Show.

Verizon Communications initially sent an email response to supporters of Florida Family Association's email campaign that stated, "You have been misinformed, Verizon does not advertise on The Man Show."

**VERIZON'S** letter dated November 3, 2005, "However, apparently the G4 Network made a change in its schedule and began airing our commercials in The Man Show without our knowledge or approval. The airing of these spots was done against Verizon's buying guidelines and was done outside of Verizon's control. We have discussed the situation with G4 and it has been rectified. I hope this explanation clears up the matter." **Lynn A. Shiffman, Sr. Staff Consultant, Media Services.**

**CADBURY SCHWEPPES** "Cadbury Schweppes has a history of being values led and we have a Marketing Code of Conduct in place that guides our advertising activity globally. We have

discontinued our advertising campaign during The Man Show on the G4TV channel. We take into account the public's expectations of us as good corporate citizens as we make decisions about television content and programming that adhere to high standards." **Consumer Relations.**

**DELL** "We appreciate your feedback regarding the broadcast cable outlets currently airing Dell's latest advertising campaign. We will review your concerns to determine if the content of these programs violates our advertising guidelines. Dell's success is built on a foundation of personal and professional integrity. We owe this to our customers, suppliers, shareholders and other stakeholders. And we owe it to ourselves because success without integrity is essentially meaningless." **David Frink, Dell Public Affairs**

**PEPSI COLA** "Thank you for getting back to me. It really is unbelievable to hear about the terrible devastation that is happening in Florida. Please know that our thoughts and prayers are with you. And as discussed, Pepsi-Cola has no plans to air our commercials on The Man Show. Again, thanks for contacting us." **Christine Jones, Pepsi-Cola Marketing Vice President.**

Florida Family Association's (FFA) monitoring efforts continue to record new companies that advertise on G4TV's The Man Show.

**PLEASE JOIN THIS EMAIL CAMPAIGN and other email campaign's that are focused on improving our moral environment, by signing up to participate in FFA's email alerts.**

**To sign up**, simply log on to [www.floridafamily.org](http://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.

**FFA's email alerts are making a difference.**

## PLAYBOY SHOW LOSES MORE ADVERTISERS AND AIR TIME

*Continued from page 1*

time of the scheduled airing of many episodes during the past three weeks in what appears to be an attempt to throw Florida Family Association's monitoring efforts off course.

The following seventeen (17) companies stopped advertising on Playboy's "Girls Next Door" show since FFA's September 2005 newsletter report: **Victoria Secrets (Limited Brands), Tommy Hilfiger, Rent-A-Center, Anheuser-Bush, Miller Brewing Company, GlaxoSmithKline, Monster.com, Barr Pharmaceuticals, Boston Beer Company, TGI Friday, Constellation Brands, Cricket Productions, Dryers Grand Ice Cream (Haagen Dazs), MasterCard International, Orville Redenbackers's, Sepracor (Lunesta) and White Wave Foods (Silk Milk).**

Playboy started the porn industry with their first magazines being less explicit than a Cosmopolitan. However, once Playboy got a foothold into the market with magazines in many stores the publications slowly turned more explicit and other publishers joined them. Playboy's new unrestricted, advertiser supported television show must be opposed now before it is accepted in the market place, allowed to become more explicit and copied by other porn companies.

Florida Family Association's (FFA) monitoring efforts continue to record new companies that advertise on the Playboy television show.

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## VIACOM OUTDOOR STALLS ON REMOVAL OF X-MART BILLBOARDS

Florida Family Association (FFA) previously reported in October that Viacom Outdoor had committed to removing the X-Mart billboards from Interstate 75 and the Florida Turnpike by October 31, 2005. Interstate 75 and the Florida Turnpike was checked on November 1, 2005. However, the billboards were still standing.

FFA contacted the Viacom Outdoor official regarding this delay. His email response dated November 1, 2005 at 6:26 PM stated, *"I am researching and will get to you as soon as I have some answers."*

*"We did not receive the results of this officials re-search before this newsletter went to print."* Notes David Caton. *"We are carefully monitoring the situation and allowing time before responding."*

## AIRPORT DROPS TWELVE MAGAZINES

*Continued from page 1*

of pornographic materials. Airports are the only taxpayer property that allows the sale of pornography by merchants that contract with government aviation authorities.

Reporting on this action, **The St. Petersburg Times** wrote on page 1B: **"DOWN TO FOUR NUDIE MAGAZINES AT TIA.** *Instead of 16 different sex magazines, newsstands at Tampa International Airport will now sell only the four most popular: Playboy, Penthouse, Hustler and Club. The change follows a month long study after a conservative advocacy group headed by David Caton sought the removal of all skin mags from the airport newsstands."*

*"We are pleased with the removal of the twelve magazines."* David Caton Florida Family Association Executive Director responded. *"However, we are not satisfied with the continued sale of pornography on the taxpayer owned Tampa International Airport. We will continue to press our case for the removal of ALL porn magazines."*