

FLORIDA FAMILY ASSOCIATION

November
2006

REFERENDUM OPPOSING ADULT INDUSTRY WINS MAJOR SUPPORT

Hillsborough County Commissioners placed the following referendum on the November 7th ballot after becoming concerned that the City of Tampa was doing nothing about the extraordinarily large number of sex shops operating in the city.

*“Should the local governments within the borders of Hillsborough County regulate sexually oriented businesses to the fullest extent allowed by law?
__YES __NO”*

The voters overwhelmingly approved the referendum by the following vote:

	Percent	Votes
YES	58.46%	157,957
NO	41.54%	112,257

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VERIZON COMMITS TO ENFORCE POLICY ON ESCORT ADS IN YELLOW PAGES

Supporters in Pinellas County mailed pages from the Verizon Yellow Pages that contained large, explicit advertisements for Escort (prostitution) businesses. FFA was disappointed to see this because GTE of Florida, the former company name of Verizon, had adopted a policy at FFA's request to significantly restrict these ads to one inch with no explicit language.

Florida Family Association reviewed the advertisements for Escorts in the Yellow Pages from other Verizon markets. *“We found other large ads with explicit language in other Verizon Yellow Pages.”* Notes David Caton, Florida Family Association Executive Director. *“So we sent a letter of concern to top Verizon Communications, Inc. officials.”*

See page 4 ... Verizon To Restrict Ads

FFA'S EFFORTS INFLUENCE REDUCTION OF 14 PORN SHOWS ON TELEVISION

Florida Family Association faxed Seven Hundred Five (705) letters to companies that advertised during the shows listed below from December 2002 through December 2005. The following shows have not aired on the respective networks since December 2005.

Inside the Playboy Mansion - A&E
Playboy's Celebrity Centerfolds - A&E
Hugh Hefner American Playboy - A&E
Biography Brigitte Bardot - A&E
Biography Jayne Mansfield - A&E
Biography Marilyn Monroe - A&E
Biography Traci Lords - A&E
Inside the Playboy Mansion - History
American Classics America Transformed - History
Sex in the 20th Century - History
The History of Sex - History
When Playboy Ruled the World - VH1
Centerfold Babylon - VH1
Jenna Jameson Confessions - VH1

See page 4 ... Efforts Influence Reduction

MORE MAJOR COMPANIES STOP ADVERTISING ON EXPLICIT TV SHOWS MONITORED BY FFA

Florida Family Association communicates through facsimile, phone and supporter emails with hundreds of companies who advertised during pornographic shows that air on unrestricted, advertiser supported networks. Some recent responses from advertisers are printed in part below:

NISSAN NORTH AMERICA *“This is in response to an email you sent to Mr. Brad Bradshaw,*

Continued on page 3 ... Companies Pull Ads

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



DAVID E. CATON
Executive Director

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

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Fax 1-813-264-0658

Email:

ffa@floridafamily.org

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 PULL ADS FROM EXPLICIT TV SHOWS

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Senior Vice President, Sales and Marketing at Nissan North America. On Friday, we received the attached letter via fax from FX Networks apologizing for airing Nissan advertising on the television show **'Nip Tuck.'** As you can see from the letter, in addition to the apology from FX Networks, Nissan had placed this particular show on a restricted list with our advertising agency, Nissan did not purchase advertising on this particular show and FX Networks did not follow its own review guidelines. Nissan has been clear with FX Networks that we have taken these mistakes seriously." **Fred Standish, Director, Corporate Communications.**

GENERAL MOTORS "We received your letter regarding the E! Channel's "**Sexiest Bad Girls!**" and want to respond to your concerns about the fact that General Motors advertising has appeared on certain airings of this show. We appreciate your feedback about the show's content; it is very helpful to us. GM maintains a corporate policy regarding our media selection and placement activities that is aimed at ensuring GM advertises on programming that is consistent and compatible with the image of our brands and our business needs. We have monitored this program's content to ensure that it complies with our corporate advertising guidelines, and will not advertise on any future airings of this show." **Ryndee S. Carney, General Motors Advertising & Marketing Communications.**

DEL MONTE FOODS "Thank you for your email regarding placement of Meow Mix advertising on an episode of **True Hollywood Story (Hugh Hefner.)** Prior to Del Monte's recent acquisition of Meow Mix, there was not a clearly articulated set of standards that governed media buying and placement. With the integration of Meow Mix into the Del Monte platform, future media buying and placement decisions for Meow Mix will be guided by the same policies, standards, and code of conduct that govern the balance of our portfolio. Again, thank you for bringing this concern to our attention." **Jeff Watters, Senior Vice President.**

KRAFT FOODS "We received your letter regarding Kraft advertising on the E! Network's '**Sexiest**' show. After receiving your letter, we reviewed our buying for E! and discovered that our ad did run on the show. We agree that the program's content is contradictory to our policy and have rectified the oversight by placing this programming on our restricted list." **Elisabeth Wenner, Associate Director, Communications.**

AUTO-NATION "Thank you for your letter regarding television advertisements on the FX Channel's **Nip/Tuck.** We understand your concern and have asked Brighthouse to not air any AutoNation, Inc. commercials in or near the nip-tuck program." **Ed Cicale, Vice President Media Services.**

3M "Thank you for taking the time to write about your concern with our programming schedule on '**The Man Show.**' Each year, we review with our advertising agency those TV shows which are not acceptable for our brand advertising. In order to prevent our advertising from appearing on inappropriate shows and because there are so many new shows airing, we have modified our 'do not advertise list' to include any program with the 'TV mature' content rating." **Lynne E. Looney, Vice President, Advertising, PR.**

BRIDGESTONE FIRESTONE NORTH AMERICA "This type of program is clearly not the type of program our ads are scheduled to run on. In fact, our standard advertising guidelines prohibit airing on this type of show. We will take every corrective action to ensure our ads do not appear on this or similar programs with such a level of profanity and content." **Phillip Pacsi, Vice President, North American Tire Marketing.**

SUNNY DELIGHT "Thank you for your fax regarding our commercial airing E! Channel's '**Sexiest Bad Girls**' program. I have directed our advertising agency to tighten up our policies to ensure that our advertising does not air on shows like this again." **Richard Zimmerman, Sr. Vice President, Marketing & Innovation.**

VERIZON TO RESTRICT ADS

Continued from page 1

FFA's first letter to Verizon stated in part:

"GTE of Florida had adopted a policy prior to the business change to Verizon that prohibited large, explicit and sexually suggestive ads like the ones attached. Some of these ads appear to promote prostitution. Their ad size and content is likely to contribute to high risk sexual behavior. We respectfully request that Verizon change the company's policy to significantly restrict this type of advertisement."

Jim Palma, Verizon Director of Marketing Services, responded in part:

"Verizon Information Services continues to maintain and enforce policy regarding advertising we accept in our directories. Adult oriented classifications have special regulations. The specific policy on sensitive headings is 14 pages long and clearly outlines how advertising of this nature is to be handled."

Based on your feedback on this issue, we have taken steps to remind sales management in our Tampa and St. Petersburg offices of these guidelines. Unfortunately, our next books in these cities have already been produced and will be delivered in late November. Verizon Information Services will continue to monitor advertising content per our policy."

Florida Family Association responded in part:

"If the Tampa and St. Petersburg offices did not comply with Verizon Yellow Page policies regarding Adult oriented classifications in the 06-07 book what compliance procedures are in place to insure they follow these guidelines for the 07-08 Yellow Pages?"

Jim Palma, Director of Marketing Services responded in part: *"I assure you that - thanks to your initial letter of September 18 - we will continue to monitor advertising content in the Tampa and St. Petersburg directories, per those compliance guidelines."*

Florida Family Association will follow up late next year to verify that the 07-08 Yellow Pages comply with Verizon policy.

EFFORTS INFLUENCE REDUCTION OF EXPLICIT TELEVISION SHOWS

(Continued from page 1)

Florida Family Association (FFA) developed special software in 2000 that sends and tracks faxes to companies that advertise on pornographic television programming. The custom software, unique to Florida Family Association (FFA), is called *ShowStopper*.

FFA has used the *ShowStopper* software to fax over 25,000 letters to advertisers since 2000. The faxing and reporting was performed manually prior to 2000.

FFA has been testing the effectiveness of sending the same letter by email to corporate officials. The letters sent by email have proven to be much more effective. Company officials respond much faster and more often to FFA's emails than they do to the automated fax letters. Additionally, the emails to advertisers have resulted in numerous communications from company presidents and top officials.

"Therefore, we have decided to update our ShowStopper software to send our letters via emails." Notes David Caton, Florida Family Association, Executive Director. *"We will have the capability to send letters by email to up to five officials at each company. We hope to have the revised software ready by January 2007."*

Upgrading the *ShowStopper* software will increase FFA's effectiveness in influencing more companies to stop advertising on pornographic television shows. This in turn will hopefully result in more of these programs being removed from the air or turned down on the production block.

POLL PROVIDES AMMUNITION

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Florida Family Association (FFA) lobbied the county commission to place the referendum on the ballot because Tampa has more sex shops than all of the rest of Florida's major cities combined. FFA will use the results of this referendum to call on several law enforcement officials to devote significantly more resources to vigorously enforce the law at adult businesses.