

# FLORIDA FAMILY ASSOCIATION

NOVEMBER  
2007

## FLORIDA TEACHERS UNION JOINS SAME-SEX MARRIAGE COALITION TO OPPOSE MARRIAGE AMENDMENT, PLEASE SEND POSTCARD, EMAIL OR PERSONAL LETTER

Fairness for All Families, a political committee set up to oppose the Florida Marriage Protection Amendment, announced via email that the Florida Education Association has joined their coalition. Fairness for All Families campaign slogan says "Fair Minded Floridians are Saying NO to the so-called Marriage Amendment."

Fairness for All Families email stated: "The Florida Education Association (FEA) is the newest statewide organization to join Fairness for All Families' growing coalition. FEA is Florida's largest association of

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## JUDGE DENIES BAIL FOR USF STUDENTS ARRESTED WITH PIPE BOMBS

U.S. Magistrate Judge Elizabeth Jenkins ruled on September 14th that Youssef Megahed, one of the USF students who were recently arrested for possession of pipe bombs, should be released on bail.

The U.S. Attorney for the Middle District of Florida appealed her ruling to U.S. District Judge Steven D. Merryday. Florida Family Association immediately launched an email campaign that encouraged supporters to send emails to urge U.S. District Judge Steven D. Merryday to deny bail for Youssef Megahed.

Thankfully, Judge Merryday denied bail to Youseff Megahed on October 25th. Ahmed Mohamed did not request bail because ICE has placed an immigration hold on him.

*Continued page 4 ... Judge denies bail*

## COCA COLA, WAL-MART, TARGET, LEVI'S, ALLSTATE AND KIA SAY NO TO MTV'S BI-SEXUAL DATING SHOW

Great News! Florida Family Association's daily communications with corporate officials and email campaigns have influenced 6 more major companies to stop advertising on MTV's new Bi-Sexual Dating Show called "A shot at love with Tila Tequila."

Florida Family Association recently received the following emails from Coca Cola, Wal-Mart, Target, Levi's, Allstate and KIA indicating that they do not want their ads to appear again on MTV'S Bi-Sexual Dating show that involves sixteen men and sixteen lesbians seeking a bi-sexual woman .

**COCA COLA** *"Mr. Caton, on behalf of Muhtar Kent, thank you for the opportunity to respond to your concerns about our advertising within 'A Shot At Love With Tila Tequila', on MTV. After researching this matter, we have confirmed that advertising for our brands appeared within this program via a 'broad rotator schedule.' When using a broad rotator schedule- which is a more generic ad buy- specific programs are selected by a third party using a set of guidelines provided by The Coca-Cola Company. Unfortunately in this particular case, the guidelines were not strictly adhered to and our advertising appeared during this particular program. We have reinforced our guidelines with our media services company and with our broadcast partners to ensure that our guidelines are followed. Please be assured that in future broadcasts of this program, our advertising will not be included."* **Lisa Harper, Project Manager, Industry and Consumer Affairs.**

**WAL-MART** *"I just received a copy of your letter to Wal-Mart CEO Lee Scott regarding one of our commercials running in an episode of MTV's 'A*

*Continued page 3 ... Advertisers Flee MTV's*

# VERY GRATEFUL THIS THANKSGIVING

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We have a lot to be thankful for this Thanksgiving.

We are grateful 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 that we have achieved for the past nineteen years 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 policy and practices. The results of our efforts will hopefully make a difference in protecting or improving our moral environment.

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

Please mail the enclosed postcard, write a personal letter or send an email to encourage the president of the Florida Education Association to rescind their opposition to the Florida Marriage Protection Amendment.

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

We wish you and your family a wonderful Thanksgiving. God bless each one of 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.

# ADVERTISERS FLEE FROM MTV DATING SHOW

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*Shot Of Love With Tila Tequila.* First, thank you for bringing it to our attention. It was a gross violation of our content guidelines with the networks and was not reviewed or approved by Wal-Mart or our agency. MTV ran our commercial in that program as part of an ROS buy, despite the fact that they know we are a sensitive advertiser and specifically instruct all networks not to include our commercials in programming featuring Inappropriate content. You and I spoke a few years back regarding a similar situation. I was with Sears at the time. Happily, this is the first content issue that has come to my attention since joining Wal-Mart as Media Director nearly a year and a half ago. Thanks again for your assistance." **Rex Conklin Media Director.**

**TARGET** "Thank you for bringing this latest episode to our attention. In this case, we have determined that a vendor did indeed run a spot without our permission-a clear violation of our branding code. I can assure you that this program is clearly on our "do not buy" list at the network and with our agency partners. We have asked the network to ensure that spots placed by others that have an "available at" tagline be governed by this same protocol. We have communicated with the vendor and network to prevent this from happening again." **Michael Francis, VP Marketing.**

**LEVI'S** "Thanks for taking the time to contact us at Levi Strauss & Co. regarding an ad placement during 'A Shot At Love With Tila Tequila.' We have researched this issue and have discovered the ad ran on a new program on MTV that was not included in our ad placement guidelines. Unfortunately, this was a last minute programming change and the MTV program representative has been alerted. Our advertising agency will monitor our ad placement more closely, always getting prior approval in the future." **Shawn Rossiter, Advertising.**

**ALLSTATE** "We confirmed that we did purchase advertising on the MTV network; however, we did

*not specifically purchase spots in or around 'A Shot at Love with Tila Tequila,' nor do we endorse or sponsor the program. We have taken your thoughts into consideration and have pulled our advertising from this program. We appreciate your concern and will take your thoughts into consideration as we continue to evaluate networks and programs on which to advertise. Thank you for sending us your email."* **Brooke Mirsberger, Allstate.**

**KIA** "The commercial in question was used by the local Dealer Advertising Group and was tagged. They chose to use the generic tag 'Visit your local Kia Retailer.' This tag is never used by Kia Motors. The dealers buy local cable including MTV for the Tampa market. The spots are run of station and include several different programs at the cable operator's discretion. We have notified the group of your complaint. The dealer group's buy run's until November. They will endeavor to change it to exclude the offending program." **Ian Beavis, Vice President Marketing.**

Additionally, **ARBY'S, CADBURY ADAMS (DENTINE) and JOHNSON AND JOHNSONS** advertisements stopped appearing on the show after supporters sent emails to a number of officers with each company.

Florida Family Association will continue to monitor MTV's new show daily and send emails to the CEO's and CMO's of the companies that advertise on the program.

## Are you receiving FFA's Email Alerts?

Thousands of citizens participating in FFA's email campaigns have helped to influence numerous victories. 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.

## **MERCEDES-BENZ, AUTO-NATION SAY NO TO NIP TUCK AND PLAYBOY SHOW**

Florida Family Association recently received the following communications from Mercedes-Benz and Auto-Nation regarding their advertisements on Nip Tuck and True Hollywood Stories: Hugh Hefner Girlfriends and Wives respectively:

**MERCEDES BENZ** *"We appreciate your alerting us to the airing of a Mercedes-Benz television commercial which was noted as airing on an episode of 'Nip Tuck.' A Mercedes-Benz commercial aired within the same*

*commercial break as the promotional vignette for 'Nip Tuck' and this was apparently picked up by your screening service as airing within the program. We have instructed the network not to schedule Mercedes-Benz television commercials within the same commercial break as the promotions for 'Nip Tuck' going forward so as not to cause a misinterpretation that Mercedes-Benz supports this program."* **Mike Slagter, Vice President Sales.**

**AUTONATION** *"Thank you for your letter regarding television advertisements on the True Hollywood Stories: Hugh Hefner Girlfriends and Wives. Auto-Nation at no time specifically targeted this program with advertising dollars. We have asked Brighthouse to not air any Auto-Nation Inc. commercials in or near this particular episode of True Hollywood Stories program."* **Ed Cicale Vice President.**

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### **PLEASE SEND POSTCARD, EMAIL OR PERSONAL LETTER TO PRESIDENT OF FLORIDA EDUCATION ASSOCIATION**

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professional employees, with more than 135,000 members. FEA promotes the right to a free, quality public education for all through its four core values: integrity, respect, empowerment and advocacy. Welcome aboard FEA!"

Florida Family Association sent two emails, several days apart that asked three executives of the Florida Education Association if they have joined Fairness for All Families. The teachers union did not respond to FFA's emails.

Does this mean the teachers and educators of Florida's children are opposed to traditional marriage? Or does this mean the people who influence our children support same-sex marriage?

**PLEASE MAIL THE ENCLOSED POSTCARD,  
WRITE A PERSONAL LETTER OR SEND AN  
EMAIL to the president of the Florida Education  
Association. Urge him to rescind the Florida  
Education Association's opposition to the Florida  
Marriage Protection Amendment.**

**Andrew Ford, President**

**Florida Education Association**

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### **JUDGE DENIES BAIL**

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Youssef Megahed and Ahmed Mohamed were arrested on August 4th in South Carolina for possession of pipe bombs. They were stopped for speeding about seven miles from the Goose Creek Naval Weapons Station. The Goose Creek Naval Weapons Station is the location where 40 percent of the Army's and 60 percent of the Marines' weapons, tanks, Humvees and helicopters are moved through before they are transported overseas. The base also houses a military prison for enemy combatants.

Mohamed and Megahed were returned to Tampa, Florida after a federal grand jury indicted them for carrying explosive materials across state lines. Mohamed also faces terrorism-related charges on suspicion of demonstrating how to use the explosives.

Florida Family Association's email campaign to U.S. District Judge Steven D. Merryday garnered the second highest number of responses of any campaign that FFA has launched.

**Judge Merryday's email address** is [steven\\_merryday@flmd.uscourts.gov](mailto:steven_merryday@flmd.uscourts.gov) if you would like to send him a personalized email thanking him for his decision.