

FLORIDA FAMILY ASSOCIATION

November
2008

VOTER APPROVAL OF MARRIAGE AMENDMENT AFFIRMS FAMILY VALUES ARE STILL ALIVE

Your Support Helped the Victory!

4,724,173 or 61.1% of Florida voters agreed that the state constitution should strictly define marriage as the legal union of only one man and one woman. The vote breakdown on the Florida Marriage Protection Amendment by county is reported below.

	<u>Florida Marriage Protection Amendment</u>	
	<u>Yes for Approval</u>	<u>No for Rejection</u>
Total	4,724,173	2,885,790
% Votes	62.1%	37.9%

Two of the most Democratic counties in Florida voted in the majority to affirm the conservative family values definition of marriage as being only between one man and one woman.

Broward County, Florida's most Democratic voting municipality, cast 319,249 Yes votes compared to 292,972 No votes on Florida's Marriage Amendment. Compare that to Broward County's 464,353 Votes cast for Obama vs. 220,786 cast for McCain.

Alachua County, another heavy Democratic county, cast 60,508 Yes votes compared to 57,749 No votes on Florida's Marriage Protection Amendment. Compare that to Alachua County's 73,134 Votes cast for Obama vs. 47,025 cast for McCain.

Additionally, voters in California approved as follows Proposition 8 which bans same-sex marriage:

California Proposition 08 - Eliminates Right of Same-Sex Couples to Marry (11-05-2008 2:40 PM EDST)

YES:	5,235,486	52.2%
NO:	4,800,656	47.8%

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FLORIDA FAMILY ASSOCIATION INFLUENCES MORE ADVERTISERS TO DROP SEVERAL SHOWS

Florida Family Association's (FFA) efforts to influence Corporate America not to support irresponsible television shows with their advertising dollars continues to be successful. FFA received the following responses, reprinted in part, from companies that have discontinued advertising on:

FX's Dirt
FX's Nip Tuck
E! Playboy's "Girls Next Door"
E! True Hollywood Story Jenna Jameson (smut star)
E! True Hollywood Story Hugh Hefner Centerfolds,
Girlfriends and Wives
LOGO's Queer as Folk
LOGO's TransAmerican Love Story
LOGO's Noah's Arc
LOGO's Adam & Steve
LOGO's Sordid Lives
MTV's Shot at Love with Tila Tequila
MTV's Tila Tequila's Spring Break

AMERICAN AIRLINES *"Our advertisement (on Queer as Folk) ran in error. It has long been our policy not to advertise on programs with strong violence or sexual content. The promotion is over, and the ads are no longer being aired. Our longtime advertising agency is aware of this policy, and we have taken appropriate steps to ensure compliance with our policies. We regret this mistake."* **Gerard Arpey, Chairman, President, and CEO, AMR and American Airlines**

PAPA JOHN'S *"We have investigated this situation and want you to know that the spots that aired during this program were done so inadvertently. Papa John's has an extensive list of 'do not buy' programs based on content, and 'Playboy's Girls Next Door' was*

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Obama Will Make Our Efforts Even More Important

In all likelihood a Barack Obama Administration will cease to enforce the Federal Communications Commission's (FCC) indecency code after Obama takes office. It would be difficult to imagine Obama's administration going after MTV (owned by CBS) who produced an hour long special promoting Barack or NBC which should have been called the National Barack Campaign.

With the absence of concern about being charged with hefty FCC fines some networks may be more inclined to push the limits. That means Florida Family Association's ability to influence companies to pull their advertising dollars off of inappropriate shows will provide the only incentive for these networks to avoid more explicit programming.

As you can see from the responses reprinted in this newsletter and many prior newsletters that Corporate America continues to be overwhelmingly responsible regarding the shows they support with their advertising dollars.

There will be many challenges during the next four years. We are ready for the challenge and prepared to respond.

Your support of our efforts is very important to our continued success. Please help all of our efforts to be strong this month by sending a gift in the enclosed envelope.

THANK 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.

Voter Approval of Marriage Amendment Affirms Family Values

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Conservative family values are still very much alive in America.

Regardless of the party or person in office Florida Family Association will continue take a stand in the public square, as we have done for the past twenty years, for the values we so strongly cherish.

Your support for Florida's Amendment 2 played a crucial role in protecting the institution of marriage in Florida. **Thank you for your support.**

**Constitutional Amendment
Florida Marriage Protection Amendment
Vote By County
(11-05-2008 2:40 PM EDST)**

<u>County</u>	<u>Yes for Approval</u>	<u>No for Rejection</u>
Alachua	60,508	57,749
Baker	9,393	1,447
Bay	59,105	19,783
Bradford	9,455	1,998
Brevard	177,438	102,226
Broward	319,249	292,972
Calhoun	5,002	961
Charlotte	54,155	28,523
Citrus	50,315	23,922
Clay	67,900	22,815
Collier	80,727	48,057
Columbia	20,624	6,797
Desoto	7,465	2,239
Dixie	5,873	1,135
Duval	256,077	117,732
Escambia	106,177	39,433
Flagler	29,754	17,189
Franklin	4,158	1,597
Gadsden	15,565	5,348
Gilchrist	6,279	1,406
Glades	3,267	860
Gulf	5,655	1,327
Hamilton	4,363	838
Hardee	6,043	1,123
Hendry	7,875	2,080
Hernando	56,097	28,478

<u>County</u>	<u>Yes for Approval</u>	<u>No for Rejection</u>
Highlands	33,015	10,048
Hillsborough	196,096	129,908
Holmes	3,756	447
Indian River	42,876	22,484
Jackson	17,472	3,248
Jefferson	5,488	1,955
Lafayette	2,906	381
Lake	98,339	42,533
Lee	162,206	88,685
Leon	78,068	63,572
Levy	13,854	4,241
Liberty	2,599	538
Madison	7,167	1,365
Manatee	61,553	38,723
Marion	110,139	46,450
Martin	47,275	27,483
Miami-Dade	436,310	319,961
Monroe	18,397	19,965
Nassau	28,147	9,190
Okaloosa	68,687	23,085
Okeechobee	9,546	2,874
Orange	259,196	171,124
Osceola	61,697	29,256
Palm Beach	257,993	242,099
Pasco	128,653	78,770
Pinellas	238,076	200,419
Polk	170,900	65,909
Putnam	24,330	7,763
Santa Rosa	55,911	17,766
Sarasota	113,050	86,628
Seminole	119,694	78,654
St. Johns	65,902	35,442
St. Lucie	72,129	39,466
Sumter	34,559	12,501
Suwannee	13,442	2,594
Taylor	7,720	1,359
Union	4,458	701
Volusia	141,090	89,467
Wakulla	9,930	4,076
Walton	19,608	6,475
Washington	9,143	1,547
Total	4,679,896	2,857,187
% Votes	62.1%	37.9%

ADVERTISERS DROP SHOWS

Continued from page 1

included on that list. Papa John's and our national buying agency have taken additional measures to ensure networks are aware of our restricted guidelines so this does not happen again." **William Van Epps, President.**

HUNGRY MAN *"We discovered the commercial was an error on the part of the local station. The Girls Next Door, is not, nor has ever been, a program purchased by Pinnacle Foods Group LLC and the station has been reprimanded for placing a Hungry Man commercial in this show."* **Donna Yopconka, Consumer Insights Center manager.**

MERCURY INSURANCE GROUP *"True Hollywood Story Hugh Hefner was not something that Mercury requested. We will discuss this with our media buyer."* **Erik Thompson, Advertising Director.**

FAMOUS TATE *"Please see the response below from our advertising representative: 'I was not aware you advertised on Nip/Tuck either!! In the future I can make sure that FX is one of the channels excluded if you don't want to air during that program via bonus? Just please let me know if that is what you prefer.'" Mr. Caton, as you can see, it was not our intent to advertise specifically on this channel or show."* **William A. Webber, Director of Retail Operations, Famous Tate.**

VITAMIN WATER *"I'm replying to your letter regarding advertising on the Entertainment Channel's Playboy's Girls Next Door. After checking with our media buyers, we determined that an ad for one of our products mistakenly aired during the program. We have contacted the network to express our dissatisfaction and remind them that we are on a content sensitive advertiser list that should prevent all of our commercials from airing during programs that may not be appropriate for our consumers."* **Charles Alfaro, Vice President, Communications, Glacéau**

MOTOROLA via Verizon *"Of course this was a Motorola advertisement where they tag the end of it with information on where you can purchase the phone. We do not pay for such visibility. Motorola is contractually obligated to ask our permission before running an ad*

with our name in it. With this one they didn't. We do not see Motorola's media schedule but we have talked to them again about where our name should and should not appear. Hopefully they will not slip up again." **James Gerace, Verizon, Vice President Corporate Communications**

MENTOS *"Thank you for taking the time to contact us regarding Mentos advertising (on Nip Tuck.) We have instructed our media agency to avoid the particular programming that you brought to our attention."* **Gabby S., Marketing Department, Perfetti Van Melle USA Inc.**

ENCORE DENTAL *"It is certainly not our intent to advertise on programs (Queer as Folk) that are offensive to any of our stakeholders. However, I've learned that there are a lot of moving pieces in all of this and that life isn't perfect. In part due to your letter we are taking added measures to understand better the type of programming our advertising is supporting."* **Pat Baird, President, Encore Dental.**

SCHERING PLOUGH *"Thank you for contacting our company to express your concerns over the placement of a recent advertisement for our product, NuvaRing(r) on an episode of "E! Entertainment's True Hollywood Story" that featured a story on the publisher of Playboy magazine, Hugh Hefner. We did not have any prior knowledge of which personalities would be featured. We will continue to carefully consider the programming in which we advertise and make appropriate adjustments as necessary."* **Rosemarie Yancosek, Executive Director, Corporate Communications.**

Florida Family Association's long-term efforts to communicate with companies regarding their advertising support for irresponsible television shows recently influenced MTV to completely remove the Bi-Sexual Dating Show A Shot at Love with Tila Tequila and significantly change scheduling of several shows on the all gay LOGO network.

FFA will continue to contact companies that advertise on targeted programs for as long as they are on the air.