

# FLORIDA FAMILY ASSOCIATION

November  
2009

## SUPPORTERS' EMAILS INFLUENCE ADVERTISERS TO DROP MODERN FAMILY

FORTY COMPANIES have NOT returned to advertise on Modern Family after receiving emails from Florida Family Association supporters.

Florida Family Association objects to the ABC sitcom Modern Family because the show:

\* Publicly labels a same-sex couple with an adopted child as a modern family.

\* Attempts to normalize homosexuality by contrasting it with heterosexual couples that the show characterizes as abnormal.

\* Uses excessive dialogue to emphasize that the sexual orientation of the same-sex couple is superior to heterosexuality.

Florida Family Association sent out email alerts that encouraged supporters to send emails to the companies who advertised during the first five episodes.

The following FORTY COMPANIES did NOT advertise again on the sixth episode after receiving emails from FFA supporters: **Wal-Mart, Inc., Mars, Inc. (Cesar Bistro), IKEA, Yahoo.com, Nikon, Avon, Domino's Pizza, Anheuser-Busch InBev (Bud Light), Southwest Airlines Co., Bank of America, JP Morgan Chase (Chase), Subway, Dr Pepper Seven Up, Inc (7 Up), Sony (Movie Michael Jackson This is it), T-Mobile USA, Toyota Motor Sales USA, VISA, Ford Motor Company, Sears, K-Mart, Samsung, Constant Contact, GAP, GlaxoSmithKline (Sensodyne foam), Hewlett-Packard Company, Kellogg (Special K), Schering-Plough Corporation (Claritin Eye), Walgreens, Dine-Equity, Inc. (Applebees), L'Oréal, 3M company (Scotch fur fighter), Subaru of America, Alberto-Culver Company (Tresseme, St. Ives Body Wash), Target Corporation, Burlington Coat Factory, Geico, MasterCard, Kimberly-Clark Corporation, Pinch A Penny and a local auto dealer.**

## FFA INFLUENCES MAJOR COMPANIES TO DROP IRRESPONSIBLE CARTOON

Nickelodeon is airing a cartoon called Glenn Martin DDS which is very inappropriate for children. Some examples of the inappropriate content include:

- Glenn has phone sex with car navigation voice.
- Brother & sister tout their incestuous relationship.
- 13 year old boy cites porn magazine.
- Mom is intimate with 13 year old boy.
- Parents engage in handcuff sexual bondage.

Florida Family Association has sent out two email alerts that encouraged supporters to send emails to companies that advertised during at least one of four episodes of Glenn Martin DDS.

*Continued on page 3 ... Companies Reject Cartoon*

## MAJOR ADVERTISERS CLOROX & UNILEVER HELP INFLUENCE FOX TO DROP TILA TEQUILA BI-DATING SHOW

The Fox Reality Network cancelled seven episodes of A Shot at Love with Tila Tequila that were scheduled to air and removed the show from future scheduling after companies that advertised on the show received thousands of emails from FFA supporters.

A Shot at Love With Tila Tequila is a television series which features sixteen guys and sixteen lesbians who want to be Tila Tequila's mate. Ms. Tequila is bisexual. All seventeen people live in one house. Tila bounces back and forth between intimate relationships with men and women. The show is loaded with hedonistic and homosexual propaganda.

*Continued page 4 ... Emails Influence Removal*

## Sending up to 60,000 emails a day to Corporate America

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Thanks to your support we are monitoring the following programs:

Adam & Steve (Logo)  
Brothers & Sisters (ABC)  
Family Guy (Fox)  
Glee (Fox)  
Glenn Martin DDS (Nickelodeon)  
Kendra (Entertainment)  
Modern Family (ABC)  
Newlywed Show (Game Channel)  
Noah's Arc (Logo)  
Nip Tuck (FX)  
Playboy's Girls Next Door (Entertainment)  
Queer as Folk (Logo)  
Road Trip (TBS movie)  
Shot at Love with Tila Tequila (Fox Reality Channel)  
The Girl Next Door (FX Movie)



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**AND MORE IMPORTANTLY** Florida Family Association supporters are sending up to 60,000 emails per day to officials at the companies who advertise on some of the above programs.

Your support is making a difference. 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

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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.

# COMPANIES REJECT CARTOON AS “*DISTURBING*”

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Continued from page 1

**JC PENNEY** issued the following email after receiving thousands of emails from FFA supporters:

*“We too were disturbed and surprised at the content on this show. We have pulled our advertising and are taking corrective action with the network. Thank you for your note. “*

**Michael J Boylson, Marketing**

**PEPSI**, who owns **QUAKER OATS**, issued the following email after receiving thousands of emails from FFA supporters:

*“We appreciate receiving your comments about advertising on Nick at Nite and are sorry you were offended. Please know that Quaker Oats will no longer be running commercials on this program.*

*The agencies that buy advertising time for us select programs with a reputation for high quality. Occasionally, these television shows may include topics or opinions which some individuals may find offensive. Our company is committed to high standards of responsibility and quality in our advertising, including the environment in which the advertising appears. Your contact supports the importance of setting clear standards and monitoring the placement of our commercials.*

*Thanks again for taking the time to express your concerns.”*

**Garfield White, Marketing**

**CHOICE HOTELS** (Comfort Inns, Comfort Suites, Quality Inn, Sleep Inn and Clarion) issued the following response:

*“This was an error that the network made. We have filters in place which usually keep our ads on the correct shows. Choice Hotels’ advertisements are no longer on the show and will not be on the show in*

*the future.”*

**Edward J. Valle, Chief Marketing Strategist**

**1800Contacts** issued the following email after receiving thousands of emails from FFA supporters:

*“Thank you for bringing this matter to our attention. 1-800 CONTACTS strives to avoid advertising on shows with distasteful or offensive content. We have cancelled our advertising on future episodes of this program. We have also reiterated instructions to our third-party media vendor to not include us on shows with questionable content.*

*We appreciate your comments.”*

Sincerely,

**The Marketing Team at 1-800 CONTACTS**

**ADDITIONALLY, THANKS FFA SUPPORTER EMAILS** the following companies did NOT advertise again on two recent episodes of Glenn Martin DDS: **Reckitt Benckiser Inc. (Spray N Wash Max, Mucinex, Woolite), LeapFrog Enterprises, Inc., (LeapFrog Tag learning toys), Electronic Arts Inc. (FIFA Soccer 10), Kimberly-Clark Corporation (Huggies), Wendy's, Target, Tyson Foods, AT&T, Procter & Gamble Company (Cascade, Dryel, Infusium, Mr. Clean Magic Eraser, Swifer), Loreal (Garnier Fructis, Maybelline), Sony Movie Michael Jackson This is it and Movie Planet 51, Stanley Steemer, IKEA, JAKKS Pacific (Skate GX), Waterfront Media (Jillian Weightloss), Party City, Perfetti Van Melle U.S.A., Inc. (Mentos), Energizer Holdings (Playtex Gentle Glide) and Sega Sammy Holdings Inc. (Mario Vs Sonic).**

**Florida Family Association is committed to contacting the companies that advertise during this very irresponsible show for as long as it airs on any network.**

# EMAILS INFLUENCE REMOVAL OF BI-DATING SHOW

*Continued from page 1*

MTV first aired the show but discontinued after FFA supporters urged advertisers to drop the program.

Florida Family Association sent out an email alert on September 30, 2009 to encourage supporters to send emails to the companies who advertised during Fox Reality Channel's rerun of A Shot at Love with Tila Tequila which first aired on MTV. Those companies included: Unilever (Bertolli Oven Baked Meals, Dove Shampoo, Suave Shampoo), Johnson & Johnson (Tylenol), Brinker (Chili's), Joe's Crab Shack, Ferrero (Tic Tac Chill, Ferrero Rocher), Geico, Subway and Bally Fitness.

**UNILEVER**, who had the most advertisements during the first episodes monitored, issued the following response stating that they did not approve of their advertisements appearing on Tila Tequila.

*"Thank you for taking the time to contact us about our advertising policy and practices for television programming.*

*As to your specific query regarding Fox Reality's "A Shot at Love with Tila Tequila," Unilever has always maintained a position not to advertise on the show, because it is not in line with our content guidelines. This position has not changed. Unfortunately, there was a scheduling error, which we are taking very seriously. Fox has corrected this error, and we have already discussed with the network ways to help prevent this from occurring in the future. .*

*As one of the country's largest advertisers, we take seriously our responsibility to meet our consumers' needs while maintaining the highest standards of ethics in our business practices.*

*Thank you again for your comments.  
Your friends at Unilever"*

**CLOROX**, also rejected the content of Tila Tequila:

*Dear Mr. Caton,*

*Don Knauss (CEO) sent us your recent email regarding the Hidden Valley advertisement that aired during the program "A Shoot of Love with Tila Tequila" on the Fox Reality Network. We have stringent corporate guidelines that prohibit the purchase of this type of program and other shows that "make gratuitous, overly graphic and or exploitive use of sex or violence." We have confirmed with the network that this was done in error. Fox Reality Network has accepted full responsibility and the unit will be credited.*

*As you are aware, the Clorox Company prides itself in being a responsible advertiser and we thank you for bringing this to our attention.*

*Sincerely, James Weeks  
Executive Office Administrator"*

**FFA supporters' emails to advertisers** have influenced all but one company to stop advertising on A Shot at Love with Tila Tequila resulting in the show being dropped from scheduled airings during the past four days. **Unilever, Clorox, Johnson & Johnson, Brinker (Chili's), Joe's Crab Shack, Ferrero , Geico and Subway** ads did NOT appear on the October 3, 2009 episode. Bally Fitness was the only advertiser in FFA's email alert which continued to advertise.

All seven episodes that TVGuide.com reported would air in the days after October 1st did NOT air. Additionally, TVGuide.com now reports NO episodes of the show are scheduled for airing. Florida Family Association will continue to monitor to see if this program shows up again.

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## Are you receiving FFA's Email Alerts?

Thousands of citizens have signed up to receive email alerts from Florida Family Association (FFA). 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.