

FLORIDA FAMILY ASSOCIATION

December
2005

VIACOM OUTDOOR REMOVES X-MART BILLBOARDS

Florida Family Association (FFA) confirmed that Viacom Outdoor has removed about a dozen X-Mart billboards from the Central Florida area on Interstate 75 and the Florida Turnpike.

FFA reported last month that a Viacom Outdoor official called in response to FFA's communications regarding their companies' billboards that contained advertisements for X-Mart. The Viacom Outdoor official informed FFA that they would remove all of their billboards on Interstate 75 and the Florida Turnpike that promote X-Mart by October 31, 2005.

After a short delay by the company to repair billboards damaged by Hurricane Wilma, Viacom Outdoor removed all X-Mart billboards by November 7, 2005.

The Viacom Outdoor official also informed Florida Family Association in October 2005 that their company will no longer accept billboard business from sex shops in Florida.

Several citizens have reported a few other Viacom Outdoor billboards that carry advertisements for other adult businesses. FFA is currently communicating with Viacom Outdoor regarding these billboards. Therefore, FFA does not advocate thanking Viacom until the billboards for these other sexually oriented businesses are removed.

Viacom Outdoor owns approximately 650 billboards in Florida. Viacom, Inc., the parent company, also owns BET (Black Entertainment Television), CBS, Paramount Pictures, United Paramount Network (UPN), MTV channel, VH1 channel, Comedy Central channel, Nickelodeon and Showtime Networks.

Florida Family Association plans to ask other outdoor advertising companies in 2006 to remove more billboards that promote sexually oriented businesses.

HOWARD STERN SHOW BOOTED FROM TRADITIONAL BROADCAST RADIO

The Howard Stern Show will be removed from all radio stations across America by December 31, 2005. Florida Family Association has worked very hard since August 1995 to influence the removal of the Howard Stern Show from the air.

Florida Family Association (FFA) wrote over 30,000 letters to companies that advertised on the Howard Stern Show since August 1995. FFA influenced over NINETY PERCENT (90%) of these companies to stop advertising on Howard Stern's show.

FFA's successful letter writing efforts to advertisers influenced the removal of the Howard Stern Show from WCLB in West Palm Beach, WTBB in Panama City, WTKS in Orlando, WBGG in Miami, All WB television stations nationwide, All UPN television stations nationwide and All CBS television stations nationwide.

The thousands of letters and emails generated by FFA supporters that influenced over 2,000 advertisers to drop the Howard Stern Show over the past ten years have finally paid off. This is a huge victory for America's moral environment.

Stern is planning a new show on pay radio with Sirius Satellite Radio. News reports indicate that Stern's show will likely be much more explicit because satellite radio is out of the jurisdiction of the FCC.

Florida Family Association is working to make Howard Stern's new explicit satellite radio show, the first major satellite porn radio program, to be a losing proposition. FFA is currently working to encourage companies not to advertise on Sirius Satellite Radio. Satellite radio should not be the next technology to be take over by pornography.

Celebrating His Eternal Gift

We hope and pray that you and your family will have a very joyful Christmas and a wonderful New Year.

We encourage you to take time out of this busy season to rejoice and give praise to our God for giving us His son - Jesus Christ! He is the gift from God for our salvation.

We hope and pray that love, blessings, salvation, healing and revival will abound in your family.

We deeply appreciate your faithful support of this ministry. In addition to providing resources for our efforts, your gifts provide the financial needs of my family and the Florida Family Association staff. For that we are very grateful.



MERRY CHRISTMAS
from the Caton Family
David and Rachael
Matthew (18) and Caleb (15)
FLORIDA FAMILY ASSOCIATION
P.O. Box 46547 - Tampa, FL 33647-0105
1-800-357-7128

We hope and pray that you will remember Florida Family Association in your gifts to outreach ministries this Christmas season. Your support will help us to be strong in all of our efforts as we enter into a new year.

Thank you for your prayers and support.

David Caton

Executive Director

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