

TOYS R US SAYS NO MORE ADS ON MODERN FAMILY, FFA SUPPORTER EMAILS MADE THE DIFFERENCE

Florida Family Association (FFA) sent out an email alert on December 4th regarding companies that advertised during Modern Family, ABC's new show that degrades marriage and promotes same-sex couples and gay adoption.

FFA received the following response from Toys R Us:

We have confirmed that one of our ads did run during a recent episode of the show, Modern Family. Upon checking with our marketing team, we wanted to let you know that none of our ads are scheduled to run on this show moving forward.

Thank you for reaching out to us on this matter.

Lynn Beyer
Toys R Us Corporate Communications
Lynn.Beyer@toysrus.com

BISSELL, RUBBERMAID, DIPPIN-DOTS DROPS ADS ON GLENN MARTIN, DDS

Florida Family Association sent out email alerts regarding the content of the Nickelodeon cartoon Glenn Martin DDS which is inappropriate for children. The following companies responded after receiving thousands of emails from FFA supporters:

BISSELL

As a follow-up to my earlier response, we have contacted our advertising agency and have advised them to avoid running any BISSELL commercials on the show you have brought to our attention.

Continued page 4 ... More companies pull ads

ALEX SINK, STATE OF FLORIDA'S CHIEF FINANCIAL OFFICER, RAISED \$203,000 FOR GAY ACTIVIST GROUP

Alex Sink, Florida's Chief Financial Officer who heads the Florida Department of Financial Services, helped raise \$203,000 for Equality Florida, the leading gay, lesbian and transgender political activist group in Florida.

Continue page 4 ... State Cabinet Official Raises

FFA'S MONITORING EFFORTS INFLUENCE MORE COMPANIES TO DROPS ADS ON BAD SHOWS

Florida Family Association's communications with advertisers resulted in the following responses from companies whose advertisements appeared on the irresponsible programs noted in their responses:

DENTEK *"We were not aware our commercial appeared on that show (Kendra). We have addressed this going forward by removing the show from our schedule."* **David Fox.**

SCHERING-PLOUGH GLOBAL PHARMACEUTICALS *"Thank you for contacting Schering Plough regarding our NuvaRing advertising placement on the E! Entertainment Channel's program, "Girls Next Door". The commercial you saw on "Girls Next Door" had run as a result of a mistake by the media vendor whom we used to buy air time. We do not run on this program nationally on E! Entertainment since it does not adhere to our*

Continued page 3 ... Companies Reject

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 truly the gift of a lifetime. A gift that we cherish and respect.



MERRY CHRISTMAS
from the Caton Family
David, Rachael, Caleb (19), Matthew (22)
FLORIDA FAMILY ASSOCIATION
P.O. Box 46547 - Tampa, FL 33646-0105 1-813-264-5888

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

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.

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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COMPANIES REJECT IRRESPONSIBLE TELEVISION SHOWS

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established program content policy. We are following up to ensure adherence to the screening procedures we have in place to avoid errors in the future.” **Charlie Greenberg, Director, Global Media.**

CELSIUS *“I am not aware of Celsius advertising during this show (Playboy’s Girls Next Door) and can assure you that we would not have authorized it if we were aware of it. I will look into it right away. Let me look into it to better understand the details and then I will respond with a more thorough reply. I am sending this quick response just to let you know that I got your letter and agree with your points. Thank you for bringing it to my attention.”* **Steve Haley, President.**

Toys R Us *“Your recent letter to Jerry Storch, our Chairman and CEO, regarding advertising has been forwarded for review and response. Thank you for bringing this matter to our attention. In researching the nature of your concern, we have determined that a Toys R Us tag was placed on a vendor-produced commercial. This was done without our knowledge or consent, and we have asked the vendor to remove our name from the spot. As you know, in keeping with the Toys R Us brand image, only mom and family-friendly, non-controversial programming is deemed acceptable for our advertising support. Please be assured that for our own advertising, we work closely with our agency to ensure program content appropriateness.”* **Kathleen Waugh, Vice President, Corporate Communications.**

OLIN MOTT TIRES *“Thank you for your letter (regarding ads on Kendra).. I notified our account representative about using their testimonial ad on those kind of programs and he assures me he will take care of it. Please keep us informed, because I don’t watch that kind of programming either. Thanks again,”* **Rick Mott, Owner.**

AMWAY *“Thank you for bringing this important issue (ads on Kendra) to our attention. As with all major advertisers, our company uses a outside me-*

dia buying agency to place our advertising .Our advertising strategy is to buy by day parts vs. by specific show. However we have strict guidelines as to the shows we will advertise on, especially those with inappropriate content. According to our buying agency, this placement slipped thru their filter based on human error. We are discussing how to deal with that particular network in the future, and our agencies internal practices so as to avoid such errors in the future. Again, thank you for your note.” **Jori Hartwig, VP Marketing**

BOB EVANS *“Again, this was an error by the station (ads on Kendra). They have clear direction that we do not advertise on these types of shows. Thanks,”* **Sarah Meenach, Consumer Relations Manager.**

BRANDON HONDA *“Our office has cancelled all Brandon Honda spots on E! and Vh1. They, of course, were all free spots that run in "autofill" on the station and not a chosen network for our advertising. If you saw it on the air on 7/21/09 (on Kendra), it was in error. Please note that Brandon Honda has taken all necessary steps to end advertising within these shows and cease with your email notifications immediately. If you have further concerns, please contact Bright-house directly.”* **Marla Lucas, Media Director, Scott -McRae Advertising.**

HAVERTY’S FURNITURE *“Thank you for taking the time to send us the information in your email related to the show Kendra. I had our agency check our TV buys for the Tampa market and we did not purchase any spots in the show that you referenced. Additionally, I have asked our agency to be sure that no future spots would be bought for that show as well. And they we make BrightHouse aware that Haverty’s will not purchase any TV spots, adjacencies, billboard announcement, or any type of ad related to Kendra.”* **Clarence Smith, President and CEO.**

Florida Family Association has influenced over 3,000 companies to discontinue advertising on over 125 television and radio shows during the past twenty years. Supporters of Florida Family Association email alerts send up to 60,000 emails a day to companies that advertise during irresponsible shows.

MORE COMPANIES PULL ADS

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While this cannot 100% guarantee that mistakes may not happen, we have made it clear to all involved that we will not support this particular show.

Please know that it is always our intention to avoid inappropriate content with any branded advertising.

Jim Krzeminski
Executive Vice President
Jim.Krzeminski@bissell.com

NEWELL RUBBERMAID

We have contacted our media buying agency and have instructed them to stop advertising on Nickelodeon's Glenn Martin, DDS.

Ad placement on this show is inconsistent with our policies. We were unaware of the objectionable content. Thank you for bringing it to our attention.

Ted Woehrle
SVP Marketing & Brand Management
Ted.Woehrle@newellco.com

DIPPIN DOTS

We appreciate your contact and we were as abhorred as you at what you describe. True enough, Big Time Toys, the manufacturer of the Dippin' Dots Frozen Dot Maker toy line did advertise on Nickelodeon, but we had no awareness that the advertisement would be shown in concert with such inappropriate material.

We will be in contact with Big Time Toys advising them of your concerns and our own and will research this issue further. Dippin' Dots prides itself as being a family-friendly company with children at the heart of our customer base and we, in no way, support this type of programming.

Steve Heisner
Director of Administration
stehei@dippindots.com

STATE CABINET OFFICIAL, ALEX SINK, RAISES RECORD DOLLARS FOR GAY ACTIVISTS

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Equality Florida led the effort to oppose the Florida Marriage Protection Amendment which was on the November 2008 ballot and leads the political efforts in Florida to advance the homosexual agenda including transgender causes like what occurred in Gainesville and Tampa.

Equality Florida's email which was sent out in November stated in part:

"Florida CFO Alex Sink has become Florida's highest ranking official to oppose the anti-gay adoption ban. Sink told the packed crowd of over 300 Equality Florida members, that family law judges and child welfare experts should make adoption decisions based solely on the best interest of each child. The Broward Gala is the largest of the eleven major events Equality Florida holds across the state. This year was a record-breaking success, raising \$203,000 for the fight toward full legal equality for the lesbian, gay, bisexual and transgender community. Alex Sink also received the "Voice of Equality" award, our highest honor, for her long-time commitment to diversity and her pioneering work on pro-gay policies in the workplace. As Chief Financial Officer she instituted Domestic Partnership protections for her employees and was the only statewide elected official to oppose Amendment 2."

If you are interested in sending a letter or an email to Alex Sink regarding her raising money for the gay activist group Equality Florida and supporting homosexual adoption here is her contact information:

**Alex Sink,
Chief Financial Officer
State of Florida
200 East Gaines Street
Tallahassee, FL 32399-0300
(850) 413-3100
Email alex.sink@fldfs.com**