

FLORIDA FAMILY ASSOCIATION

2006 ACCOMPLISHMENTS AND VICTORIES

Florida Family Association worked diligently in the year 2006 to educate citizens regarding actions they can take to improve their moral environment. The accomplishments reported below are the result of the Lord's blessing on the prayers, action emails, postcards, letters and financial support of people who receive the Florida Family Association newsletter and emails.

Florida Family Association:

INFLUENCED a REDUCTION of FOURTEEN (14) Pornographic TV Shows on THREE (3) Cable Networks. Florida Family Association faxed Seven Hundred Five (705) letters to companies that advertised during the following list of shows from December 2002 through December 2005. The following shows have not aired on the respective networks since December 2005:

Inside the Playboy Mansion - A&E
Hugh Hefner American Playboy - A&E
Biography Jayne Mansfield - A&E
Biography Traci Lords - A&E
American Classics America Transformed - History
The History of Sex - History
Centerfold Babylon - VH1

Playboy's Celebrity Centerfolds - A&E
Biography Brigitte Bardot - A&E,
Biography Marilyn Monroe - A&E
Inside the Playboy Mansion - History
Sex in the 20th Century - History
When Playboy Ruled the World - VH1
Jenna Jameson Confessions - VH1

ACCOMPLISHED a LONG TERM PROJECT that INFLUENCED ALL MAJOR OIL COMPANIES to PROHIBIT the SALE of PORNOGRAPHY AT 170,910 STORES in NORTH AMERICA. Florida Family Association's eight year effort to influence all major oil companies to prohibit the sale of pornographic materials at their branded stores was accomplished on July 31, 2006. *Sunoco* and *Citgo* oil companies both issued letters to Florida Family Association dated July 31, 2006 which confirmed their companies were adding language to their marketer agreements to prohibit the sale of pornography by their branded independent retailers. **The efforts of Florida Family Association over the past eight years have influenced ELEVEN major oil companies to prohibit the sale of pornographic materials at approximately 170,000 branded gasoline stations.**

	<u># of stores</u>		<u># of stores</u>
Shell	45,000	Conoco-Phillips	11,800
Exxon-Mobil	35,000	Sunoco	4,760
BP-Amoco	28,500	Marathon	4,000
Chevron-Texaco	26,500	Hess	<u>1,350</u>
Citgo	14,000	Total	<u>170,910</u>

INFLUENCED TWO HUNDRED TWO COMPANIES to STOP ADVERTISING on PLAYBOY'S "GIRLS NEXT DOOR" television show. Florida Family Association's (FFA) television monitoring efforts has influenced Two Hundred Two (202) companies to stop advertising during *Playboy's "Girls Next Door"* which airs on the *Entertainment (E!) Channel*. Monitoring records for the eight week period ended November 4, 2006 report that approximately Sixty Five percent (65%) of the advertising time on *Playboy's "Girls Next Door"* has been filled with *E! Channel* promotions and network trades instead of paid advertisements. This porn show is losing serious money.

LOBBIED for a Successful Referendum calling on law enforcement officials to devote significantly more resources to reduce crime associated with sex shops. Florida Family Association influenced the Hillsborough County Commission to place the following referendum on the November 7th ballot after becoming concerned that the City of Tampa was doing nothing about the extraordinarily large number of sex shops operating in the city: REFERENDUM "*Should the local governments within the borders of Hillsborough County regulate sexually oriented businesses to the fullest extent allowed by law? _YES_ _NO_*" The voters overwhelmingly approved the referendum by the following vote: **YES 58.46% 157,957 Votes, NO 41.54% 112,257 Votes.**

INFLUENCED VIACOM OUTDOOR, Inc. to remove billboards that promoted sex shops. Florida Family Association influenced *Viacom Outdoor, Inc.*, a subsidiary of *Viacom, Inc.*, to remove the ad copy for a nude club from their billboards on Interstate 95 in West Palm Beach and other locations. *Viacom Outdoor, Inc.* changed their name to *CBS Outdoor, Inc.*

Florida Family Association:

INFLUENCED the DEFEAT of a PRO-GAY ADOPTION BILL in the Florida Legislature. Postcards and letters from Florida Family Association supporters influenced Representative Galvano to issue a statement declaring his opposition to a gay adoption bill that effectively helped to kill the legislation. The Associated Press reported on February 28th that Representative Bill Galvano R-Bradenton, chairman of the Future of Florida's Families Committee, considered scheduling a vote on legislation that would allow homosexuals to adopt children. Florida Family Association encouraged thousands of citizens to send emails and letters to encourage Representative Galvano not to allow this bill to move forward.

INFLUENCED LAMAR ADVERTISING COMPANY to remove billboards that promoted sex shops. Florida Family Association encourages outdoor advertising companies to stop blighting our highways and interstates with signs for adult entertainment establishments that direct people to the porn industry. As a result, *Lamar Advertising Company* has removed the *Todd Adult* ad copy on their Interstate 4 billboard as well as another *Todd Adult* billboard located on North Florida Avenue in Tampa. *Lamar* is the third major outdoor advertising company to stop doing business with sex shops in Florida.

COLLECTED PETITIONS for the Florida Marriage Protection Amendment. Florida Family Association has collected and submitted approximately 25,000 petitions to help qualify the *Florida Marriage Protection Amendment* for the November 2008 General Election ballot. FFA is working with numerous other church and pro-family organizations that are collecting signatures. The state affiliate of *Focus on the Family* is leading the petition effort.

INFLUENCED VERIZON COMMUNICATIONS, INC. to enforce restrictions against explicit escort advertisements in Verizon Yellow Pages. Florida Family Association contacted *Verizon Communications, Inc.* regarding large, explicit advertisements in their *Yellow Pages* for Escort Services. Some of the ads more than implied prostitution. Jim Palma, *Verizon* Director of Marketing Services, responded in part: "*Based on your feedback on this issue, we have taken steps to remind sales management in our Tampa and St. Petersburg offices of these guidelines. I assure you that - thanks to your initial letter of September 18 - we will continue to monitor advertising content.*"

CONTINUED the Federal Lawsuit to protect Our First Amendment Rights to petition government agencies by email. Florida Family Association asked thousands of people who have associated with Florida Family Association to send emails to the Hillsborough County School Board members and the superintendent in November 2005 when these officials appeared ready to drop Christian and Jewish holidays from the school calendar. The School District of Hillsborough County blocked emails from Florida Family Association's email server but allowed all other emails on the issue to be received. Florida Family Association filed a lawsuit against the Hillsborough County School District in 2005 for violating our First Amendment Rights. The discovery phase of the lawsuit concluded in November 2006.

INFLUENCED BP-AMOCO, CHEVRON, EXXON-MOBIL and SHELL to enforce their NO-PORN CONTRACT TERMS with INDEPENDENT RETAILERS. *BP-Amoco, Chevron, Exxon-Mobil* and *Shell* have required nine more independent retailers who sell their brands of gasoline to stop selling pornographic magazines in Brevard, Indian River and Palm Beach Counties in Florida and Cummings, Georgia.

INFLUENCED 80 COMPANIES to stop advertising during THE MAN SHOW. Florida Family Association's efforts have influenced more than eighty (80) companies to stop advertising on *The Man Show*. *The Man Show*, which airs on the *G4TV* game show channel watched by millions of kids, is one of the most pornographic and degrading shows ever aired on an advertiser supported television channel.

**FLORIDA FAMILY ASSOCIATION, INC.
P.O. BOX 46547 TAMPA, FL 33647-0105
TOLL FREE 1-800-357-7128 EMAIL ffa@floridafamily.org**

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 your 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.