

BOYCOTT SPONSORS OF TV'S ANTI-CHRISTIAN BIGOTRY

A special project of AMERICAN FAMILY ASSOCIATION
107 Parkgate • P.O. Drawer 2440 • Tupelo, Mississippi 38803

DEAR FELLOW CHRISTIAN,

I used Priority Express to reach you because,
... right now is the perfect moment to end network
TV's anti-Christian bigotry.

In a moment I'll ask you to take two simple yet
important actions to help do this. But before I do
that, here's why we must act now:

The boycott against Clorox and Mennen is
working.

Launched by your American Family Association along
with CLear-TV and other Christians, this boycott shows
Clorox and Mennen -- two leading sponsors of TV sex,
violence and profanity,

... we Christians will not buy products from
companies which sponsor TV sex, violence and
profanity.

But look! The boycott is having a major impact, not
only with Clorox and Mennen, but with all advertisers.
Now advertisers will be more careful about the kinds of
TV shows they sponsor.

Which is precisely why right now is the perfect
moment to launch our drive to end network TV's anti-
Christian bigotry. And here's how you can help:

1. Sign and mail the enclosed postcards to two
leading sponsors of TV's anti-Christian bigotry.
2. Sign and return your "Pledge to Boycott Sponsors
of TV's anti-Christian Bigotry". Your Pledge
will show advertisers I speak for you and
thousands of your fellow Christians.

MAKE NO MISTAKE. MY FRIEND.

... network TV mocks Christian people, ridicules
Christian beliefs and seeks to destroy your
traditional Judeo-Christian values.

And their primary goal is to capture the hearts and
minds of our children.

It's true. I have the facts to prove it.

My name is Don Wildmon. I am executive director of
the American Family Association. And for the past 13
years I have monitored and exposed network TV's



The symbol of trust