

the show with their ad dollars.

- ABC is faced with the prospect of selling their ad time for a fraction of the cost; instead of selling a minute of time for \$400,000 ABC could be forced to sell that time for just \$40,000 — a **90% LOSS!**

Here is what *Broadcasting & Cable*, the advertising bible of the industry, had to say about your efforts:

“Many (advertisers) are already skittish over Donald Wildmon’s advertising boycotts ... further publicity over certain shows could lead to boycott letters going to the chief executive of advertisers, and those ... are often effective.”

My only criticism of that item is this:

They aren’t “Donald Wildmon’s” boycotts ... **they are YOURS!** Yours and every other member of our AFA family.

And that goes for this fight against ABC, Steven Bochco and NYPD BLUE. This isn’t “my” fight ... it’s our fight — all of ours. **And it’s a fight we are on the verge of winning.**

ABC is going to have to decide whether to force producer Steven Bochco to **tone down** his NYPD BLUE series...**OR,**

...suffer millions of dollars in lost advertising revenue!

How much could ABC lose if it chooses to carry NYPD BLUE just as Bochco wrote it? Answer: **Over \$2,000,000 per program!** Most of that will come from reduced advertising rates. Added to that, however, will be the lost revenue from affiliates who decide not to air NYPD BLUE on their local stations.

Let’s face it. If ABC is determined to air NYPD BLUE, we can’t stop them. **But we can make the losses so large that ABC will drop the program as quickly as it can** without losing face.

And when we succeed, it will mean that no other network will try to air soft-core pornography in the future!

Today you can work to help keep soft-core, violent pornography such as NYPD BLUE off TV.

We have already run full page ads in approximately 400 newspapers alerting the public to NYPD BLUE and calling them to action. The ads cost us about \$800,000! Yes, the cost was high. But we risk paying an even higher cost — in terms of minds and hearts and souls of our children corrupted by soft-core violent porn TV shows like NYPD BLUE — if we fail to take strong action **now!**

Your gift today will help us recover some of the \$800,000 we have already spent on the ads, enable us to run more ads, and help us pay the cost of carrying on this battle. We have also sent an action packet regarding NYPD BLUE to approximately 175,000 pastors asking them to get their churches involved.

I need your help. And I need it now. If ABC is allowed to air the soft-core pornography contained in NYPD BLUE — **and you have the photos as proof** — ...then hard-core pornography will come next.

Don’t let it happen. Not to our children. Not to our children’s children. For their sake, I’m counting on you to get involved in this fight.

Thank you for rejoining the battle and renewing your support for your AFA. God bless you.

Don

P.S. Time is short. Please renew your membership and take the suggested actions **TODAY.** Our families and our children are worth the sacrifice. They are depending on you.