

1989 Accomplishments Of The American Family Association

Below is a brief sketch of some of AFA's accomplishments during 1989. Obviously, we cannot possibly include a summary of all our activities. But we can highlight a few of them.

1. In cooperation with Christian Leaders for Responsible Television, began a one year boycott of Mennen and Clorox, two leading sponsors of sex, violence, profanity and anti-Christian stereotyping on television. We promoted this boycott aggressively.

Distributed 17.8 million boycott cards to 178,000 churches.

Produced and distributed ten 30-second spots promoting the boycott to 800

Christian radio stations and 80 Christian television stations.

Produced and distributed a 30-minute radio and TV special to the Christian radio and television stations.

Mailed more than 3,000,000 boycott cards via direct mail.

Distributed another 1.6 million boycott cards from orders received at the AFA office.

2. Began an effort to get the advertising of alcoholic beverages banned from broadcasting the same as cigarette advertising was banned.

3. Published and distributed approximately 30,000 copies of "Pornography: A Report" including 4200 copies to top Christian leaders.

4. Helped convince the Department of Health and Human Resources to kill the \$15 million sex study designed by homosexuals which was to be funded with tax dollars.

5. Helped convince Noxell, Schering Plough, Reebok, Revlon, Bonne Bell, Neutrogena Skincare, H.I.S. Sportswear and Amway to discontinue advertising in Sassy, a new teen sex-oriented magazine. Eckerd Drug stores and others refused to sell Sassy. Action followed articles in AFA Journal.

6. Helped convince MCA/Universal to release Christian singer Steve Gooden from his contract. This followed a phone and letter campaign in Steve's behalf by AFA. MCA/Universal had for months refused to do this.

7. Helped convince Blockbuster, the largest video store chain in America, not to stock the video release of The Last Temptation of Christ in their corporately owned stores.

8. Helped convince Ralston Purina, General Mills, and Domino's Pizza to cancel advertising support for Saturday Night Live.

9. Helped cause the cancellation of two network television programs—Crimes of Passion II and Scandals II—because no advertisers could be found to help sponsor the programs.

10. Helped convince Pepsi to drop television ads featuring Madonna and agree not to sponsor her world tour following the release of her anti-Christian video Like A Prayer.