Getting the Message Out

Today, the AFA encourages nationwide involvement in the fight against pornography and TV programming filled with sex, violence, profanity and secular-humanist values through:

•*AFA Journal*—Published ten times a year, the *Journal* includes: A) TV program reviews, with sponsors, products, and addresses for writing; B) Information on retailers of pornographic magazines, advertisers, names and addresses; C) Special features by noted national public figures, authorities and journalists covering many moral and family issues; D) A collection of short news items from various national sources; E) Suggested action.

•The TV Monitoring Report—Published annually, the Report rates shows and sponsors on the amount of sex, violence and profanity they present on TV.

•Local AFA chapters—Local AFA chapters form a nationwide network of AFA affiliates working for decency at the local level. More than 475 local chapters now exist with the number increasing each week.

•The Don Wildmon Report—This daily radio broadcast is carried on over 200 radio stations across the country. Don gives a three-minute commentary using examples or circumstances that illustrate the negative effects of media and the harm of pornography.

Gaining Recognition As a Viable Force

During AFA's first decade (as NFD), Don appeared on many talk and news shows including

- Good Morning, America
- The Tomorrow Show
- The Phil Donahue Show
- The Today Show
- ABC's Nightline
- The MacNeill Lehrer Report
- Point of View
- The 700 Club
- PTL Club
- Meet the Press
- Crossfire

He has written scores of articles appearing in such publications as

- Our Sunday Vistor
- Eternity
- National Catholic Reporter
- USA Today

Many articles about Don Wildmon and the organization have appeared in leading periodicals including

- Christianity Today
- Christian Herald
- Charisma
- Time
- Newsweek
- Wall Street Journal
- U.S. News & World Report
- Family Circle
- TV Guide
- Saturday Evening Post
- People

AFA has been endorsed by over 200 Christian leaders--including heads of more than 50 denominations.

Providing the Data

Information stored and programs conducted at the AFA national office include:

•Current comprehensive listings of TV sponsors, their products and the names and addresses for people to write.

•A permanent record of TV programs, content and sponsors derived from a TV monitoring program involving over 7,000 volunteers annually.

•Complete listing of companies advertising in pornographic magazines along with names and addresses.

Getting Results

•Meetings with major advertisers to discuss ways they can help improve TV.

•Procter & Gamble pulled sponsorship from 50 TV shows during one programming season.

•ABC's THORN BIRDS mini-series (about a Catholic priest who broke his vow of chastity) lost $6,000,000 in advertising following a massive AFA effort directed toward potential advertising companies requesting that they not sponsor the series.

•Helped lead the movement against the movie 'The Last Temptation of Christ.' As a result MCA/Universal lost several million dollars and the movie showed in only 1% of America's theaters.

•CBS cut a cartoon scene in which Mighty Mouse was shown sniffing cocaine after AFA got involved. Also, the Mars Candy Company rebuked CBS for this scene and a U.S. Congressman also wrote CBS a letter condemning the scene.

•The Southland Corporation, owners and franchisers of the 7-Eleven convenience store chain, along with 10,000 other convenience stores pulled porn magazines from shelves after intensive boycotting and picketing by AFA.

•The 43 Federal Prisons removed porn magazines from their commissaries after efforts by AFA supporters.

•CBS cancelled THE GARBAGE PAIL KIDS show before its fall debut after AFA urged intense objections to potential advertisers and CBS objecting to the show.

•Helped form Christian Leaders for Responsible Television (CLeaR-TV). A group that includes more than 1600 Christian leaders from more than 70 denominations.

•With monitoring data provided to CLeaR-TV, AFA was helpful in persuading Mazda Corporation, the top TV sex and violence advertiser, to alter its future advertising policies.

•Noxell Corporation, the fourth largest advertiser of sex and violence on TV (data funished by AFA), also agreed to reduce the amount of sex and violence oriented programs it would sponsor in response to a boycott by CLeaR-TV.