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8. join the boycott.
----> To distribute material to the 1,600 members of CLear-TV
(Christian Leaders for Responsible Television).

Today I need your prayers, your actions and your financial support.

This is one battle we simply cannot afford to lose.

★ [If we win, we begin to end TV's record of sex, violence, profanity and anti-Christian bias.

If we lose, we open the floodgates for an unprecedented amount of filth on television.

It is the small gifts -- the \$15 and \$25 and \$50 gifts -- which will determine our ability to successfully finance the boycott.

You know I need your help.

And I know you will do what you can to help.

Your small investment today will cost the networks millions of dollars in losses.

One more thing.

Please mail your enclosed postcards to Equitable and to Mr. DeWitt F. Helm, Jr. of the Association of National Advertisers. This is very important.

You can add to your impact with Mr. Helm by phoning him. I doubt he receives many phone calls from consumers. His phone number is: 212 - 697 - 5750.

Thank you. And, please, say a prayer for me and A.F.A. as we move into this critical stage. More than ever before, I need to be open to the leading of the Holy Spirit.

Sincerely,

Don Wildmon, Executive Director
AMERICAN FAMILY ASSOCIATION

P.S. The success of "GIDEON'S BRIGADE" continues. Chairman Richard Jenrette of the Equitable Life Assurance Society has sent a very genuine apology for their part in the "work of art" I wrote you about in April. More about this will appear in the July AFA Journal. Be sure to send Mr. Jenrette your thank you postcard.