Those are the reasons why **Mennen** and **Clorox** are the targets of this boycott.

Apparently, they don't think we Christians have the fortitude to live by our Christian beliefs and lifestyle.

Today, I'm counting on you to join this boycott.

My name is Don Wildmon. Maybe you've heard of me. Over 12 years ago, I began what is now the **AMERICAN FAMILY ASSOCIATION.** I have enclosed a list of introductions from scores of Christian leaders. Perhaps you know some of them.

Today these Christian leaders -- as well as hundreds of thousands of your fellow Christians -- are joined in battle against the corrupting influence of network TV.

We know the stakes in this fight.

If this boycott succeeds and the sales of **Mennen** and **Clorox** products drop,

> ... then **Mennen** and **Clorox** <u>and all network TV advertisers</u> will get the message that if they sponsor TV shows filled with sex, violence, profanity and anti-Christian bias, <u>they will lose business from the Christian community</u>. In other words, they will learn it doesn't pay to sponsor TV shows that offend us Christian viewers.

And once the advertisers stop sponsoring network TV's violent and vulgar programs, <u>the networks will provide more wholesome, family-oriented programs</u>.

It really is as simple as that.

And best of all, this strategy works. Here's proof:

Three TV shows scheduled to air during the period of our monitoring were cancelled by the networks <u>because not enough companies were willing to sponsor the shows</u>. Those shows were "Crimes of Passion II" and "Scandals II" on ABC, and "The Prize Pulitzer" on NBC. Each show contained excessive amounts of sex, violence and profanity. And, apparently, no sponsor wanted to be associated with them <u>so they did not air on TV</u>.

> This was the first time in the history of network television, programs scheduled to air were cancelled because companies could not be found to sponsor them.

The advertisers are wary. And now they are looking to see what impact our boycott has on **Mennen** and **Clorox** sales.

The success of this boycott depends entirely upon the support of <u>solid, concerned, dedicated Christians like you</u>. People willing to get involved and take a stand.

I urge you to stand with us.

This is a battle for the hearts and minds of our children. Television is undermining the Judeo-Christian values you hold dear and work to teach your children.

Please take the following actions now:

(1) Put your torn **Mennen** and **Clorox** coupons in the yellow envelope I included. Mail them back to me.
(2) Along with your coupons, return your signed **"BOYCOTT PLEDGE"**. It's at the bottom of your reply memo.
(3) Put your **"BOYCOTT PRODUCT CARD"** in your billfold or purse, or where you keep your coupons. Take it with you