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Dear Friend and A.F.A. Supporter,

You helped make television history!

For the first time in the history of television, a program scheduled to be shown was cancelled because no company would sponsor it!

The show was "Crimes of Passion II". The network was ABC.

Then ABC went ahead and cancelled "Scandals II" and NBC followed suit and cancelled "The Prize Pulitzer". These cancellations cost ABC and NBC millions of dollars.

These were programs with graphic and brutal violence and sexual exploitation.

In response to this historic event, Advertising Age -- the trade magazine for advertisers -- ran an exclusive story in which it quoted one ad agency executive, Gary Carr of Lintas, New York, as follows:

* (("I've never seen anything like this happen. It certainly sends a message to TV programmers saying enough of the stabbings, the killings and the scandals."

Why were no advertisers willing to put up a single penny to help sponsor these trashy shows?

Because of you and others like you. I congratulate you on our joint victory.

But this is only the beginning. We dare not stop now.

In fact, I'm writing you this letter late at night.

I came to the office so I wouldn't be bothered with the phone calls, the interruptions, the demands on my time.



This could be the most important letter I have ever written you ... and I wanted a clear mind.

Even though I am physically and mentally tired from the 12 years of struggle in our joint fight against TV's attacks on our traditional, Judeo-Christian values, I will press on.

And it's a great comfort to me knowing you will, too. You

