

Congratulations!!!

You helped win the biggest victory in TV history!!!

Now take the next step!

You helped win a tremendous victory over ABC and its airing of the softcore pornographic program **NYPD Blue**:

- *** At least 60 ABC affiliates refused to air the program — including the Dallas/Ft. Worth station which is the 8th largest TV market in the country.
- *** This is the first time in the history of network television that this many network affiliates have refused to air a network program.
- *** ABC lost between \$1 and 1.5 million dollars in potential advertising revenue on the first show and stand to lose that much every time **NYPD Blue** airs.
- *** Every ABC local affiliate reported record numbers of complaints. Oklahoma City reported 30,000, Charlotte nearly 20,000. Even Huntsville, Alabama reported over 20,000!

This is a tremendous victory!!! You and our entire AFA family are responsible for making it happen. You took action. You got involved. And now you see the **results of your efforts!**

Congratulations!

But this is no time to rest on our laurels. We must push ahead. We must turn this victory into another victory. And here's how you can help do that.

During our past two monitoring periods, General Motors was the #1 advertiser on ABC television. No company in America bought more ad time on ABC than GM.

Enclosed you will find:

- (1) A postcard to send to a local dealer of GM automobiles.
- (2) A postcard to Chrm. John G. Smale at General Motors.
- (3) Chrm. Smale's phone number: 313-556-5000.

In a moment, I will tell you how you can use these tools to do even more for your children, your family and all Americans. But before I do that, you need to know what I have done.

I've written Chrm. Smale a personal letter. In my letter I told him that, according to the results of our last two monitoring periods, GM is the #1 advertiser on ABC programming. (Incidentally, General Motors was also on our last AFA Dirty Dozen list of the top sponsors of TV sex, violence and profanity.) I asked him why GM helped sponsor programs which put them on the Dirty Dozen list and why he wants to tie the good name of GM to the network which arrogantly brought pornography into the homes of Americans, despite the protest of hundreds of thousands of Americans.

I told him that I'm not the only one calling **NYPD Blue** pornography; rather, that's how advertising executives and ABC affiliate TV station managers describe **NYPD Blue**! I asked Chrm. Smale to pull all GM advertising from ABC. I told Chrm. Smale that I was willing to meet with him and discuss GM's advertising policies regarding ABC-TV and how those policies affect the buying decisions of nearly two million supporters of our American Family Association family.

Will you help convince Chrm. John Smale to pull GM advertising from ABC? Here are three ways you can do this:

First, your postcard. Sign it and mail it. (Better yet, write a personal letter. Or at least enclose the postcard in