

• AFA MAY ACTION PAGE •

DONAHUE SAYS HE WOULD SHOW A LIVE EXECUTION

"The 'Donahue Show' can't get any worse," you say. Oh, but it can. And Phil Donahue is dedicated to making it worse.

On Monday, March 8, Mr. Donahue said he would like to show an execution on his "Donahue" program. An execution? The taking of a life? **Not a drama, but a REAL taking of a human life shown on television?** Mr. Donahue said yes! "I would be pleased to have an execution on the 'Donahue show.' What's wrong with it? Let's see future bad guys watch these people fry right here on television." Those are Mr. Donahue's **ACTUAL WORDS**.

What's worse than that, however, is Mr. Donahue's total **DISREGARD** for any **child** who might tune in to his coverage of the execution. Says Mr. Donahue, "It will be the parents' responsibility to see that their children are shielded from this kind of thing."

Mr. Donahue **REFLECTS THE ATTITUDE** of those who control the networks, movies, music and other entertainment media. These people believe they have no responsibility other than to make money. They care **NOTHING** about our families and our children.

It doesn't matter to them that parents have to earn a living; or that they have responsibilities in addition to raising their children. It doesn't matter to them that a child may be at the home of a friend and away from his parents' guiding hand. It doesn't matter that the child may be at home during the day when Donahue comes on and accidentally turns the program on. Mr. Donahue refuses to accept any responsibility for his actions. He is going to blame the parents.

Very few weird, sick topics remain for Mr. Donahue to show on his program (see examples on the back of this page). But if he can find them, he will show them — including a **REAL, LIVE EXECUTION!**

If you feel as I do, that Mr. Donahue has already gone far enough on his program, then **LET YOUR VOICE BE HEARD**. Let's **TAKE ACTION** and help put the "Donahue" program in **RETIREMENT**.

Because of you and other AFA members, during the past few months scores of advertisers have found Mr. Donahue's program disgusting enough to stop sponsoring it. However, a few advertisers remain who seem intent on helping Mr. Donahue get his live execution show on the air. They keep pouring money into sponsorship of the program to keep it on the air.

One of the leading sponsors of "Donahue" is Procter & Gamble. A recent news article said that Procter & Gamble has **INCREASED** the amount of money they are spending to sponsor Donahue even as other advertisers withdraw.

Your AFA needs your help. You are asked to do three things:

1. **SIGN and MAIL** the enclosed cards to the sponsors of "Donahue." It is their money which helps keep him on the air. (It would be better to write a personal letter if you have time. If not, then address an envelope and place the card in the envelope. And if you can't do that, then by all means sign and mail the postcards.)

2. **MAKE A PHONE CALL** to Procter & Gamble. **COMPLAIN** about their sponsorship of "Donahue." Be **POLITE**. The toll-free customer service number is 1-800-543-7276. Procter & Gamble has established the number in order to hear from their customers. P&G wants to hear from **YOU!** Robert Turner, President of Multimedia which owns the "Donahue" program, recently said: "Some advertisers have dropped out, but a new sponsor, Procter and Gamble, has come on in a big way." (New York Times 2/22/93)

Other sponsors of "Donahue" include Nutri/System Inc., phone 1-800-321-8446 and Unilever Inc., phone 1-800-959-8687, makers of All detergent and Lipton tea and soups.

3. **MAKE COPIES** of the enclosed pass along sheet and distribute to your friends, co-workers, Sunday school and church members, etc.

Thanks for your help. If possible, we could use a financial gift to help support your AFA. Over the past several months we have spent a lot of money trying to bring new people into the battle. Response has been great. But it also means that our expenses have increased. As you know, your AFA depends entirely upon the support of our members. Make your tax-deductible gift payable to American Family Association, or simply AFA. If you cannot send a financial gift at this time, I understand. But please, as always, remember your AFA in your prayers daily.

Thanks, and let us hear from you by using the enclosed Response Form. Your response allows us to know how many supporters of your AFA are taking the suggested action steps.