

"Fatal Attraction" which contained much profanity, gory suicide and murder scenes, and illicit sex. The movie concludes with a brutal, bloody scene in which Dan and his wife stab and shoot Alex to death.

"Over My Dead Body" which contained an opening sequence featuring a man electrocuted in a whirlpool bath and promoted the message that homosexuality is normal.

"Wings" - which contained sexual innuendo as a prominent theme in joke lines, including prison sex, submission holds (with clear bondage innuendo), genitals jokes and phone sex jokes.

"Doctor, Doctor" in which a nurse shares her weekend plans — she and her husband are going to a mate-swap event.

"Working It Out" in which Sara and David have dated for a few weeks and are trying to plan a sexual rendezvous around their busy schedules. David's friend Stan longs for "the good old days when you could meet a great looking woman and 'Wham!' just have casual sex!"

Apparently, S.C. Johnson (Johnson Wax) and Pfizer don't think Christians have the fortitude to live by our Christian beliefs and boycott their products.

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

Over 14 years ago, I began 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 S.C. Johnson (Johnson Wax) and Pfizer products drop...

...then S.C. Johnson (Johnson Wax) and Pfizer **and all network TV advertisers** will get the message that if they sponsor TV shows filled with sex, violence, profanity and anti-Christian bias, **they will lose business from the Christian community.**

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

It really is as simple as that.

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

Three TV shows scheduled to air during a previous monitoring period were canceled by the networks **because not enough companies were willing to sponsor the shows.** 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 **so they did not air on TV.**

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

Advertisers are wary. They know the success of our past boycotts — against Mennen and Clorox and Burger King. Those boycotts worked because concerned people like you made them work.

So, too, today. The success of this boycott depends entirely upon the support of **solid, concerned, dedicated Christians like you.** 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 S.C. Johnson (Johnson Wax) and Pfizer coupons in the yellow envelope I included. Mail them back to me.