

a stamped, addressed envelope before you mail it.) Ask Chrm. Smale to pull his advertising from ABC. Tell him you want to go on buying GM products. But tell him you can't if they go on providing money to ABC to push pornography. You see, ABC loses a ton of money on **NYPD Blue** every time they run it. They must recover that from advertisers on other programs such as General Motors.

Second, AND THIS IS VITALLY IMPORTANT, call Chrm. Smale to express your concern with both GM's support for sex, violence and profanity on TV and their support of ABC. Be sure to call Chrm. Smale **PERSON-TO-PERSON!** By calling **PERSON-TO-PERSON** you insure that you get to speak with the very top decision-maker at GM, and you also allow GM to keep an accurate number of the calls they receive. I suggest you refuse to speak with anyone other than Chrm. Smale. Since others will also be calling, he may be busy. If you aren't able to speak with him on the first call, call again the next day **PERSON-TO-PERSON**. I suggest you call each day until you reach him. When you do get to talk with him, express your concern. **The number is 313-556-5000.**

These two actions will show Chrm. Smale the level of outrage among potential GM car buyers over GM's advertising policies and support for ABC. In addition, your actions will help GM realize that there are millions of individuals who are fed up with the trash on TV. Not only that, your actions will make him more receptive to pulling GM ads from ABC. On the other hand, without your postcard and phone call, our chances of convincing Chrm. Smale to pull GM's advertising from ABC will be less. **THE SUCCESS OF OUR EFFORTS DEPENDS ON HOW MANY CONCERNED INDIVIDUALS CALL CHRM. SMALE!**

NOTE: If GM tells you they need ABC as an outlet to sell their cars and trucks, tell them that even without ABC, GM still has plenty of outlets on which to advertise.

Now here's the **third** way you can help.

Write to your local GM dealer (Chevrolet, Pontiac, Buick, Cadillac, Oldsmobile, or GMC trucks). You can find the address in the phone book. Explain to the local dealer that you may not be able to buy one of his cars or trucks because of GM's advertising policies. Tell your local dealer you're waiting to hear what GM does before making your decision.

Tell your local GM dealer that it is not necessary for him to answer back to you, that he should address his concerns to Chrm. Smale who will make the final decision.

Again, we have already won a major victory over ABC. This is a victory unparalleled in the annals of network TV. Now we've got to turn this victory into another one.

Money is ABC's god. It is the only language they understand. Let's get ABC's #1 sponsor to pull **ALL** its advertising from the network. And in the process, let's help make TV safe for our children and our families.

My final request is this — it is costing your AFA a tremendous amount of money to fight the networks. Our campaign against ABC and **NYPD Blue** has been going on now for four months. And our newspaper ads which target network TV's "Dirty Dozen" sponsors have gone nationwide. Both projects are costing your AFA hundreds of thousands of dollars to conduct.

But both are proving enormously successful! Together, we are being effective. Some of the companies listed among the "Dirty Dozen" are asking how they can get off the list. Some of your fellow AFA members are printing the ads for their local papers. And I've told you how successful our campaign against ABC's **NYPD Blue** has been.

You, your children, your families and people all across America are the beneficiaries of these victories.

But the only way we can go on fighting for you and your family is with your generous support. I know how hard it is to raise a family today. Still, we can't be satisfied with just providing our families with a strong moral environment at home. We've got to go out into the world and work for a moral society, too. After all, God calls each one of us to be the "light of the world" and "salt of the earth."

Please continue to stay involved in our projects. Pray for our success. And support our work with your much-needed and appreciated contributions. I appreciate the sacrifices you make. I thank God for you.

Thank you again. And congratulations on the victory you helped win over ABC and **NYPD Blue**. Please take the actions I recommend today so we can expand our victory to the whole of the ABC network. God bless you.