# Action! Page

from DONALD E. WILDMON, *AFA President*

## LET THE SPONSORS OF TV TRASH HEAR FROM YOU TODAY!

Enclosed is one of the best tools you ever had to fight the trash on TV. It's "AFA's DIRTY DOZEN" — a list of the top 12 sponsors of sex, violence and profanity on network TV.

These are the companies which sponsored more filth — murders, rapes, beatings, shootings, adultery, profanity — with every commercial they ran than any of the other 300 advertisers on prime-time network TV. Yet, when confronted, every one of these companies insists it has a good advertising policy and that they go to great pains to avoid being on the very kinds of programs they help sponsor.

In other words, these companies foot the bill for the trash the networks air ... then lie to you about their handiwork.

It is time for you to tell members of the "DIRTY DOZEN" you are OUTRAGED AND FED UP with all the trash they sponsor and their deceitfulness about the "good job" they do.

This is but one more opportunity for you to help your family and, at the same time, win a major battle against the trash on TV! To help, take these simple actions:

- Enclosed you will find postcards addressed to three of the "DIRTY DOZEN" companies.
  SIGN and MAIL these three postcards.

- Next, choose two different companies from your "DIRTY DOZEN" list.
  CALL these two companies.
  In a kind but firm manner, PROTEST their being on the "DIRTY DOZEN" list. Tell them sponsoring such filth will cause you to stop buying their products. The following companies have toll-free numbers:
  **Upjohn Company: 1-800-253-8600**
  **Ralston Purina: 1-800-345-5678**
  **Subway Sandwich: 1-800-888-4848**
  **Bristol-Myers Squibb: 1-800-468-7746**

- Choose a sixth company from your "DIRTY DOZEN" report.
  WRITE a personal letter to the chairman of that company. Be polite and courteous. But be forceful, too.

- If you can possibly afford it, RUN A COPY OF THE ENCLOSED AD in your local newspaper. (You might get members of your church, Sunday school class, family or friends to help sponsor the ad. If you can't run the ad in your local paper, please post it on your church's bulletin board.)

This final action could be your most effective. It seems the "DIRTY DOZEN" companies don't mind sponsoring the trash on TV. But they surely don't want to be identified as a company which does so. They hate having their names plastered in newspapers all across America. It's bad for their image.

Do your letters and phone calls make a difference? Consider this. Of the twelve companies listed as the top sponsors of trash which we asked you to contact following our monitoring last fall, only Bristol-Myers Squibb was on the top sponsors list six months later!

That's why it's an effective action for you to take.

This is the kind of innovative work your AFA is doing. In fact, no other organization in America MONITORS, IDENTIFIES and MAKES AVAILABLE TO THE PUBLIC the sponsors of network TV sex, violence and profanity. The only place you can get this information is through your very own AFA.

And we have been doing this work for 17 years!

You and your family are now reaping the dividends of our work together. Hopefully, with this new round of ads, we can reduce the level of TV trash.

But the only chance we have to stop the advertisers and those in Hollywood who are intent on destroying our values is to take strong, swift and sure action. Like the action I recommend this month.

So please ...

- ✓ Use your "DIRTY DOZEN" list when you shop.
- ✓ Sign and mail your three postcards.
- ✓ Make your two phone calls.
- ✓ Write that personal letter.
- ✓ And, if possible, run a copy of our ad in your local newspaper.

One other thing I'm going to ask of you, if possible, is a financial contribution. It is your support — your postcards and letters and phone calls, your walking picket lines, your support of boycotts, your financial gifts — which makes our work successful. You enable us to keep our work going.

This month, your contribution can help us run our newspaper ad in cities where no one is financially able to run an ad. Some full-page ads cost in excess of $25,000. I can combine your $25 gift today with other contributions to buy those full-page ads.

It's important we let every person in America know the advertising habits of America's "DIRTY DOZEN" companies. That kind of publicity is hard to overcome.

One final note about your contribution.

Every year around this time, your AFA has a financial shortfall. It is the result of the summer months, families being on vacation and spending more time outdoors.

That's why this month, if at all possible, we ask your help with a financial gift. It is important we run our "DIRTY DOZEN" ad in as many major newspapers as possible. Your gift of $25 — or whatever you can afford, whether more or less — will be a big, big help right now.

Thanks for whatever you can do. And thanks for staying involved. You truly are good seed which has taken deep root and is producing a hundredfold. And for that I am more grateful than I can ever tell you. Let me know what actions you're taking this month (use your Reply Memo). Our children are counting on us. God bless you.