A walk through the years

A few of the significant and interesting events in the history of American Family Association are highlighted chronologically in the following list, interspersed with other events of the times and relevant quotes.

Personnel photos appear at the time when the person was employed fulltime; job descriptions, however, are current.

1976

DECEMBER
Rev. Don Wildmon, his wife and four children could find nothing on network TV suitable for family viewing.

1977

FEBRUARY
Don, pastor of First United Methodist Church, Southaven, Mississippi, led his church in a "Turn-The-TV-Off Week."

SPRING
Media coverage of Southaven project hit a nerve across the country.

JUNE
Don founded National Federation for Decency, left pastorate to devote full time to new ministry.

Donald E. Wildmon
President

FALL
Began organizing volunteer groups to monitor prime-time network TV. Began circulating a newsletter, "NFD Informer."

1978

FEBRUARY
First TV Sex Content Monitoring Report released.

MARCH
Boycotted Sears, a top TV sponsor of sex, violence and profanity (SVP).

MAY
Picketed Sears in 29 cities.

JUNE
Sears pulled ads from CHARLIE'S ANGELS, THREE'S COMPANY, two shows with high sex content.

DECEMBER
Informer circulation was 11,000.

1979

APRIL
CBS Pres. Gene Jankowski blasted NFD at International Radio and TV Society in New York; NFD called for boycott of CBS.

> Research...demonstrates pretty conclusively that display of television violence can cause aggressive behavior in children and has a lasting effect on their character and personality.
> —Dr. Leonard D. Eron
> University of Illinois to Amer. Acad. of Pediatrics

JUNE
NFD began boycott of Kentucky Fried Chicken, picket in 100 cities.

JULY

Larry Durham, Associate Dir.
Data Processing

OCTOBER

Forrest Ann Daniels
Executive Secretary

> I said...I would put as much sex in [DALLAS] as I could possibly get away with.
> —Producer Lee Rich to Don Wildmon on TOMORROW

DECEMBER
Informer circulation was 94,587.

Don wrote Southland Corporation President John P. Thompson asking him to remove porn magazines from 7-Eleven stores.

> We feel that we are handling these magazines in an acceptable manner....
> —John P. Thompson

1980

SEPTEMBER
ABC lost nearly $2 million (advertiser pullout) on THE WOMEN'S ROOM after NFD campaign.

NOVEMBER
With contributions down, Don went unpaid.

DECEMBER
No Informer was published for lack of funds.

1981

JANUARY

> I'm going to be the porno king of television.
> —Producer Lee Rich

Informer resumed publication.

SPRING

> Wildmon's effectiveness has literally disappeared as our advertisers have sensitized themselves to the ridiculousness of his operation.... Wildmon has collapsed of his own weight.
> —James Rosenfield
> CBS executive

> Mr. Wildmon is a minister and has a stated set of values. I am a broadcaster and do not.
> —Gene Mater, CBS VP
> (in debate with Don)

JULY
P&G announced decision to stop ads on 50 TV shows with too much SVP.

OCTOBER

Tamra Durham
Data Processing

> What Wildmon's opponents fail to grasp is that he's surviving, thriving, and gaining influence because he is (a) sincere, (b) smart, and (c) more than a little right.
> —Ron Arlidge, TV critic, on Don's success in debate with Gene Mater on DONAHUE

NBC announced miniseries based on book *Princess Daisy* featuring incest, bisexuality, homosexuality, adult-child sex.

DECEMBER
Playboy attacked Christian faith with 8-page "Prayboy" section
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1982

APRIL
NFD called for boycott of RCA/NBC; *Christianity Today* endorsed boycott.

National Institutes for Mental Health (DHHS) released analysis of 10 years outside research. "Television and Behavior" cited evidence of casual relationship between televised violence, aggression.

LOVE SIDNEY, ABC sitcom, pioneered with homosexual character in series.

OCTOBER
NFD promoted first Pornography Awareness Week.

1983

JANUARY
Informer TV reviews revealed heavy anti-Christian emphasis in prime-time plots.

Lichter-Rothman report first appeared in *Public Opinion* (Jan. 1983); cited Hollywood's moral vacuum, intent to change society.

MAY
Campbell Soup pulled ads from DIFF'RENT STROKES (for pro-adultery theme).

DON WILDMON REPORT, 3 minute daily commentary, went on air May 2.

JULY
Began forming local chapters.

TV Guide acknowledged that NFD's RCA boycott was "marginally effective."

AUGUST

Randall Murphree
AFA Journal Editor

SEPTEMBER

Sharon Cole
Data Processing

Moved from cramped rental space to new building—3,200 square feet.

NFD Rally for Decency drew thousands in Dallas, Texas.

OCTOBER
Changed format and name from tabloid-page "Informer" to magazine-page "Journal."

DECEMBER
Journal circulation was 259,259.

Secular reviewers credited NFD with deletion of adult-child sex, fewer incest scenes in NBC's PRINCESS DAISY.

1984

JANUARY
Gulf Oil, Marsh pull porn magazines.

MARCH
Tandy, Tom Thumb, American Stores pull porn magazines.

APRIL
Church of God Anderson, Indiana, became first denomination to begin church-wide effort to combat pornography, obscenity and indecency.

MAY
Eckerd Drugs—1000 stores—pulled porn magazines.

JUNE
NFD had 22 local NFD chapters.

Shop & Go (Florida, Georgia), Penn Dairies, more pulled porn magazines.

JULY
Six thousand attended Memphis, Tennessee, Rally for Decency.

NFD published Christianity and Humanism: A Study in Contrasts.

NFD released The Fight for Decency: What's at Stake video.

AUGUST
Picketed more than 560 7-Eleven stores in 168 cities across the nation.

SEPTEMBER
THE COSBY SHOW debuted on NBC.

OCTOBER
NFD led nationwide picket of 1000+ 7-Eleven stores.

NOVEMBER
Kwik King, Handyway, Meijer pulled porn magazines from all their stores.

1985

Arthur Gary Bishop was executed for murders of five young boys.

From death row, Bishop said porn fueled perversions, murder.

JANUARY

Allen Wildmon
Public Relations Director

Kroger/SupeRx pulled porn magazines.

FEBRUARY
ABC executive Tom Kersey acknowledged that the network regularly confers with the Gay Media Task Force on shows dealing with homosexuality.

Albertson's Food Stores pulled porn magazines, total stores surpassed 5,000.

Don Wildmon's *The Home Invaders* was published.

MARCH

Mickey Wildmon
Receptionist

JULY
SuperAmerica stores dropped porn magazines, total neared 7,000.

SEPTEMBER

Kellea Creely
Data Processing

Ten thousand of protesters joined in March Against Pornography—met in rally at Cole Park, Dallas, then marched to Southland headquarters.

THE GOLDEN GIRLS debuted on NBC; produced by Disney. MIAMI VICE debut brought porn, blood and bodies to NBC.

NFD added 50% additional space to building.

NOVEMBER

Kay McCarter
Data Processing

United Methodist denomination sponsored Conference on Porn, Violence and Christian Values.

DECEMBER
NFD credited in *Ad Age* report—*Playboy* circulation at 4,202,324 (down from 7.2 million in 1972); *Penthouse*, at 3,200,863, down from peak 4,711,849 in 1979.

Kmart/Waldenbooks first cited by NFD for porn sales.

1986

JANUARY
Pro-abortion plots hit prime-time shows in big way.

Topps Garbage Pail Kids cards made news.

FEBRUARY
1600-member Christian Leaders for Responsible Television (CLeaR-TV) called for reduction of SVP, anti-Christian TV.

MARCH
Local chapters neared 200.

APRIL
10,000 stores had pulled porn magazines in two years—Drug Fair, Gray Drugs, Peoples Drug Stores among latest.

7-Eleven announced they'll pull porn after May issues sold.

MAY
Number of stores pulling porn magazines doubled—to 20,000, including Revco, Rite Aid, Federal prisons.

JUNE

Tim Wildmon
Vice President