Association proves this.

> Today I call on you in a special way to help bring your fight against network TV to a successful end.

Don't just mail your postcards protesting "Saturday Night Live". Don't just call the sponsors of "SNL".

Go the extra mile.

What I really need from you today -- you and all A.F.A. members -- is to choose to support our nationwide boycott.

And I need you to do this today.

One way or the other,

> ... this boycott is going to have a major impact on the kinds of programs network TV airs.
>
> If we win, network TV will have to clean up its act.
>
> If we lose, network TV declares open season on your Christian values, beliefs and lifestyle.

Die-hard loyalists like you will help shape the outcome of this battle. If you keep up your support we have a good chance of persuading others like you to join our boycott.

But if you -- a die-hard fighter -- choose to sit out this major battle, others will take that as a signal to stay away too because there's no base of support upon which to build the boycott.

I urge you in the strongest way I can to support this boycott project.

Let me be straight with you.

For two years, I laid the groundwork for this boycott. I knew it would cost a great deal of money to make the boycott work. That's because it takes a lot of money to recruit people to join the boycott.

Putting away little bits of money here and there I had "saved" close to $400,000 to carry out this massive recruitment drive.

Then last summer, Universal Studios released its movie "The Last Temptation of Christ."

The blasphemy of that scandalous movie forced my hand and I used all our reserves to fight Universal Studios and its parent company, MCA Inc., and make it lose as much money as we could.

As you know, we succeeded. MCA/Universal lost over $10,000,000 on the movie.

But that fight used up all our reserves and then some. So we're back at ground zero.

From experience, I know it will cost A.F.A. close to a $300,000 to organize, recruit and sign up enough supporters of our boycott to make it work.

That's where I have to turn to you for help; you