

ANNUAL REPORT

1991 ACCOMPLISHMENTS OF THE AMERICAN FAMILY ASSOCIATION

Below is a brief sketch of some of AFA's accomplishments during 1990. Obviously, we cannot possibly include a summary of all our activities. But we can highlight a few of them.

1. In cooperation with Christian Leaders for Responsible Television, began a boycott of S.C. Johnson and Pfizer, two leading sponsors of sex, violence, profanity and anti-Christian stereotyping on television. This boycott was promoted not only to our own members and through the AFA Journal, but also through the mailing of one million boycott packets to Christian households. Recent monitoring shows that S.C. Johnson has made a dramatic reduction in their sponsorship of sex, violence, profanity and anti-Christian bigotry.
2. Published and distributed approximately 500,000 copies of "Christianity and Humanism: A Study In Contrasts".
3. In September AFA was contacted by Duane Gerstenberger, Associate Executive Director of the National Federation for the Blind, about an ABC program "Good and Evil" which ABC would begin airing later that month. Mr. Gerstenberger asked that AFA help get this program off the air. AFA viewed a videotape of the program and agreed that it presented a very negative and destructive depiction of blind people. We worked closely with the National Federation for the Blind on the project. We wrote all the advertisers and supplied information and instructions to NFB. In October, after only five episodes of "Good and Evil" had aired and even with seven more programs already finished which had not aired, ABC announced they were pulling the program. They did not say so, but our estimate is that they had lost about \$3,000,000 on advertiser pull-outs.
4. In cooperation with AFA local and state chapters, helped convince thousands of stores to discontinue selling pornographic magazines. (Total Petroleum, Amoco and others.)
5. Continued publishing, in the AFA Journal, our bulletin and newsletter insert for local churches and groups entitled "Christians and Society TODAY". Many of the more than 170,000 churches and groups reproduce the insert and distribute to their membership each month.
6. Helped promote the tenth annual Pornography Awareness Week October 28-November 4. Many governors and mayors proclaimed the week PAW Week, and many activities were held around the country.
7. Continued our monitoring of network television programs. This monitoring is the largest and most extensive of any in the country. Approximately 3000 individuals participated in the monitoring program. Through the program we can identify the top sponsors of sex, violence and profanity, the leading anti-Christian sponsors and the leading sponsors of pro-homosexual programs on television as well as secure much more information concerning advertisers. These projects take thousands of man hours and cost thousands of dollars. All the information is stored in our computer for future reference and to use in identifying the leading sponsors of sex. (In addition to the monitoring process, every prime-time network program is taped at our AFA offices for potential review and future use. Each program reviewed in the AFA Journal has been screened by