WE ARE OUTRAGED!

How *Dare* You Say TV Violence and Sex Have No Consequences!

The Dirty Dozen

Prime-Time Viewing – May 1 - May 28, 1994

RANK	COMPANY	SCORE
1.	**Anheuser-Busch Co.** *Colonial bread, Eagle snacks*	22.36
2.	**Slimfast Foods Co.** *Slimfast diet aids*	22.12
3.	**American Home Products** *Advil, Dimetapp, Robitussin*	21.81
4.	**Upjohn Co.** *Cortaid, Kaopectate, Motrin*	20.95
5.	**Visa USA** *VISA card*	19.83
6.	**Shaw Industries** *Trustmark carpet*	19.58
7.	**Cotter & Co.** *True-Value stores*	19.45
8.	**Ralston Purina Co.** *Chex cereal, Hostess snack foods*	19.37
9.	**Subway Sandwich Shops**	18.13
10.	**Mazda Motors of America** *Mazda autos*	18.04
11.	**MCI Communications Corp.** *MCI, Friends and Family*	17.98
12.	**Bristol-Myers Squibb Co.** *Ban, Clairol, Nuprin, Ultresse*	17.97

The score is based on the average number of sex, violence and profanity incidents sponsored per 30-second commercial aired.

What we will do

We will notify the advertisers of the number of ACTION NOTICES we have received. They're going to KNOW American families are outraged.

American Family Association is an organization supported by more than 1.5 million families in all 50 states. AFA is a member of the national financial accountability group ECFA (P.O. Box 17456, Washington, DC 20041) and registered in every state which requires registration. Not one penny of the money which comes in from this ad will be used for salaries or administration.

The Roanoke (VA) Times & World-News checked on AFA and wrote: "The American Family Association...has operated 15 years with a good record for honesty. We check four sources...No one doubted the money will be used as the donors specify. Words like 'sincere,' 'up front,' and 'pretty clean ship' were offered in describing the American Family Association."

We're asking every reader of this ad to help us run it all over America. Send in the ACTION NOTICE on the right. We believe that the advertisers should be held responsible for the programs they help sponsor.

When you send in the ACTION NOTICE, we will mail you a complete list of the "DIRTY DOZEN" top sponsors of sex, violence and profanity containing the names, addresses, products, phone numbers, etc.

We will also regularly keep you informed on whether these companies change or not, and any new companies which appear on the list.

Please join us. Our children, our families and our country are being hurt too much by these irresponsible advertisers and TV people for us to do nothing.

Right now mail the ACTION NOTICE on the right. Please enclose a tax-deductible contribution to help pay for another ad.

All it takes is for enough of us who are outraged to ACT! Can we count on you? Use your economic clout! Mail the Action Notice NOW.

We're a group of 1,500,000 American families who are OUTRAGED with you at the TV networks and Hollywood who say you are not causing crime and violence in America...as well as personal tragedy to millions of our children.

We're OUTRAGED that, even after THOUSANDS OF STUDIES and after 27 Congressional Hearings on TV violence over 20 years, you STILL arrogantly deny any responsibility for crime and violence.

We're OUTRAGED that you continue flooding our homes with so much violence that when our children have finished ELEMENTARY SCHOOL they've seen 8,000 MURDERS and 100,000 ACTS OF VIOLENCE on TV.

You say there are no consequences? That it doesn't cause violence? WE say one of your very own—Ted Turner—is right! He testified at the latest Congressional Hearings that TV is "the SINGLE MOST SIGNIFICANT FACTOR CONTRIBUTING TO VIOLENCE IN AMERICA."

If TV images don't affect behavior why do advertisers spend BILLIONS on TV commercials?

No consequenses??? One study blames TV as a CAUSATIVE FACTOR in half the homicides in America—10,000 a YEAR!

How Dare You Do This To Our Families!

How DARE you on ABC's "Entertainment Tonight" show a woman in leather chains whipping the bared bottom of a man bound to a torture rack.

How DARE you at CBS plan a prime-time mini-series for this fall where two brothers SHOTGUN THEIR PARENTS TO DEATH.

How DARE you at MTV entice youth with your music and then show them 29 VIOLENT IMAGES AN HOUR.

How Dare You Do This To Our Children!

We're just as OUTRAGED at all the other filth you pour into our homes.

The MORAL ROT on Oprah, Geraldo and Donahue makes us cringe, it's so repulsive. And you know that MILLIONS of children watch these programs. No effect on them?

What you're showing them is undermining every value caring people try to teach them.

This year there will be ONE MILLION teen pregnancies...406,000 ABORTIONS...HUNDREDS OF THOUSANDS of illegitimate teen births. What part do YOU play in these shocking human TRAGEDIES? None? We are tired of your attitude that you have superior minds and abilities and that the American people are violent, sexually perverted, ignorant dolts whom you can treat with contempt.

We're Starting a Nationwide Consumer Action Campaign

The networks tell Congress they will apply violence warnings on programs, and they say none of their programs rate the warning. That is a SHAM and a FARCE and again shows their contempt for the American people.

We've HAD IT! We're asking every reader of this ad to join us in our Consumer Action Campaign against the irresponsible advertisers who don't care and pay for this trash which is causing such terrible pain and hurt our families, our children and our country.

You Have Economic Clout, USE IT!

Nationally known columnist Ann Landers said: "When you see raunchy stuff on TV, don't buy the merchandise offered in the commercials. Be sure to write to the sponsors and tell them why you will no longer buy their products. Money talks, and when sales begin to fall off, it screams."

We are asking every reader of this ad to join us in this Consumer Action Campaign. When you return the Nationwide TV Action Notice below, we will send you a complete report which includes the companies, addresses, phone numbers and products of the top sponsors of violence, sex and profanity—the "DIRTY DOZEN." Then write and/or call these sponsors and tell them you are joining this Nationwide Consumer Action Campaign and will boycott their products if they don't clean up their act!

NATIONWIDE TV ACTION NOTICE

Mail To:
American Family Association, Dept. W33
P.O. Drawer 2440/107 Parkgate Drive
Tupelo, MS 38803

❑ Yes, I am outraged with the way TV is destroying traditional family values and encouraging crime. I want to be a part of this Grass Roots Action Campaign and help run this ad all over America. Please send me a list of the "DIRTY DOZEN" list of sponsors. Please keep me informed.

With this understanding I am enclosing a tax-deductible contribution of $ _____ to help pay for this ad and to send a list of the "DIRTY DOZEN" to families who cannot afford to contribute.

❑ I am already on the AFA mailing list.

Name _____

Address _____

City/State/Zip _____

P.S. This project is so important that even if you cannot send a contribution please mail back this Action Notice.

A project of American Family Association, Dr. Donald E. Wildmon, President.
Approved by the I.R.S. as a 501-c-3 not for profit organization.

This ad sponsored by: