

American Family Association

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TO : Members of Gideon's Brigade and other AFA supporters
FROM: Don Wildmon
RE : Great news and next project

This call to renew your AFA membership for 1990 comes with two stirring announcements. **First, a major victory!** The Federal Communications Commission recently fined four radio stations a total of \$20,000 for violating the law on broadcasting indecent material! This was the first time in 12 years that the FCC had fined any station. All your cards and letters and phone calls to the FCC, and your cards and letters and phone calls to your U.S. Senators and Congressmen helped make it possible!

Please sign and mail to FCC Chairman Al Sikes the enclosed thank you card. Better yet, write him a personal letter thanking him for enforcing the law on broadcasting indecent material.

Announcement number two: **The boycott of Mennen and Clorox is beginning to catch on at the grassroots level!** Reports from across the country confirm this. We have distributed approximately 22,000,000 boycott cards. Orders for additional cards pour in at the rate of about 15,000 a day.

Last week a reporter from Advertising Age called to talk with me about the boycott. He wanted to know if I thought the boycott had had an impact on the programming. I told him to wait until after the fall monitoring was complete and I would give him my opinion. But he told me that the advertising agencies he had talked with said the boycott has most definitely had an effect!

If this boycott is effective, then every advertiser on television will get the message that the American public is disgusted and will voice their disgust with their dollars!

But those are just two **recent** announcements.

I have enclosed a sheet listing what your AFA has accomplished during 1989. **Please take a few moments and read over the list. I think you will be proud—and rightfully so—of what you and your AFA accomplished in 1989!**

Before I write another word, I want to thank a special friend who helped make all this work possible. That friend is..... **YOU!**

AFA is your organization. And because of your support AFA keeps winning victories.

