

# FRONTLINE

AMERICAN DECENCY ASSOCIATION  
Volume XXIII Issue II February 2008

## “Baby Blues” cartoon commentary on Victoria’s Secret



Baby Blues©Baby Blues Partnership, King Features Syndicate

The two cartoons above ran in the Grand Rapids Press on January 9 and 10. Evidently it's not just the so-called religious right that recognizes the pornographic manner in which Victoria's Secret advertises their wares. Throw into the mix CNN Headline News moderator Mike Galano who stated on a December 7 interview:

*“It's happened to me. Walking through the mall, you're on the way to see Santa this time of year, and there's the 12-foot poster of the lady in the teddy and the*

*lingerie. ... I'm not anti-lingerie, but get it in the back of the store - my two kids don't need to see that as we're walking to Santa. ... It's happening in malls across the country, and folks, some parents like myself are not too happy about it. ... When it's coming at me, ... It's overwhelming for the ten-year old and, as Bill pointed out, it could be overwhelming for me, as well.”*

Some of you will say “Give me a contact number for Victoria's Secret.” I'm glad to do it and we encourage you to make

[that call.](http://www.victoriassecret.com) (VS: 1-614-577-7111)

However, it seems to be good old fashioned protesting at your local mall that will ultimately be needed if you want to make a difference. Victoria's Secret is a master of hearing, but not hearing. More on this in the days ahead.

It's time to do what we can to stop this vulgarity.

[The first thing you need to do is divest from Victoria's Secret.](#)

**[See page 2: column three]**

## Personal note



### What do we do?

**What are some of the things that we do here at ADA?** Daily, my efforts include writing each day's email alert (sent to thousands across the country), driving the salt and light projects in which we're engaged, overseeing and administrating the ministry of ADA.

Yet there are also ministry efforts that take place behind the scenes or unexpectedly with the ring of the phone. From advising persons half way across the country who desire to take a stand for decency in their local area, to being ready to field an interview at the drop of a hat – ministry takes place in a variety of forms. Here are some recent highlights.

**January 2, 2008:** Received a call from an elderly gentleman from New York State who has been a warrior for decency. Together we discussed how to successfully impact indecency at the checkout counters. This has been an ongoing discussion.

**January 3, 2008:** Interviewed with American Family Radio, Ed Thomas - a bit of positive news to start the year.

**January 7, 2008:** Called a young man in the Navy, renewing our friendship and hopefully being an encouragement.

**January 8, 2008:**  
- Continued communications with a kindred spirit out of New York State discussing strategies.

- Interviewed on WMUZ, Detroit on the Bob Dutco Show regarding a year in review and a look ahead.

- Sought pricing information regarding running a full page ad in the Grand Rapids Press to bring attention to the concern of checkout indecency.

- Sought speakers to speak at ADA's upcoming "First Friday of the Month Luncheon."

**January 9, 2008:**

- Spoke with a lady from Montgomery, AL giving counsel as to what can be done to regulate sex clubs.

- Visited by a long time, faithful supporter and friend of this ministry. Fellowshiping and being encouraged.

- Sought help from AFA regarding some salt and light ministry efforts. They stand with us.

- Took pictures to document the most recent Victoria's Secret displays at Rivertown Crossings Mall, Grandville, MI.

**January 10, 2008:** Worked on a possible full-page ad for the Holland Sentinel regarding the issue of indecency.

**January 11, 2008:**

Received a call from a Christian woman and friend from Fredricksburg, VA, giving her an update on our efforts regarding Victoria's Secret displays and encouraging her as she is prayerfully beginning efforts in her community to urge Victoria's Secret to clean up their act.

**January 14, 2008:**

- Call from a local businessman seeking my perspective on the upcoming Michigan Presidential primary.

- A friend of this ministry agrees to be a speaker for our upcoming Friday event.

- Received a call from a ministry leader out of Colorado Springs desiring to get together for breakfast on an upcoming trip to Michigan.

- Email from a Carmel, IN lady updating me on the group of people in the Indianapolis, IN area who are standing against Victoria's Secret's indecency at the Clay Terrace Mall in Carmel.

**January 16, 2008:**

- Interview with University of Texas Panama American student discussing the growing legitimization of pornography among college students. The interview is for the school newspaper.

- Call from Christian TV - TCT Saginaw wanting my bio for a possible interview in the weeks ahead.

- Surveyed Movie Gallery locally as we received two complaints regarding a section of "adult only" DVDs.

- Wrote a letter urging Movie Gallery to make alterations.

During these early days of 2008 here are a few of the emails that we mailed to press the battle in several of the areas that are important to our ministry calling. If after reading these few samples of our email alert, you are interested in being kept informed in this manner on a daily basis, we ask that you sign up to be added to our email list. Your help is needed!

**To sign up to receive our email updates, email us at: [kimberly@americandecency.org](mailto:kimberly@americandecency.org), or provide your email address on the enclosed response card, or call us at 1-888-733-2326!**

### **Email alert for January 3: A Practical Way of Being Salt and Light.**

If you have investments in any of the following 10 mutual funds then you have dollars supporting Victoria's Secret (Limited Brands). You may want to consider transferring to THE TIMOTHY PLAN - morally screened mutual funds that have zero tolerance for investments in Victoria's Secret or any other company linked to pornography or anti-family policies.

\*\*\*Investment Company of America  
\*\*\*Washington Mutual Investors Fund  
\*\*\*Growth Fund of America, Inc.  
\*\*\*Oakmark Select Fund  
\*\*\*Oakmark Fund  
\*\*\*Hartford Capital Appreciation Fund  
\*\*\*Hotchkiss and Wiley Mid-Cap Value Fund  
\*\*\*RS Investment Trust-Value Fund  
\*\*\*Fundamental Investors, Inc.  
\*\*\*Hartford Capitol Appreciation HLS Fund, Inc.

[http://americandecency.org/main.php?f=updates\\_new/2008/January/01.17.08](http://americandecency.org/main.php?f=updates_new/2008/January/01.17.08)

### **What about your mutual funds?**

**You can contact [www.timothyplan.com](http://www.timothyplan.com) or call them at 1-800-846-7526.**

["What Do We Do" - continued on page 3]

## What do we do?

*Continued from page 1*

**Email alert for January 4, 2008.** One of our focuses in 2008 will be upon Victoria's Secret. We are hopeful that you will stand with us.

### Here are some negatives associated with Victoria's Secret.

(1) Often Victoria's Secret displays are, indeed, pornographic.

Pornography defined as material created for the purposes of eliciting a sexual response.

(2) Many people don't desire to have their moral sensibilities assaulted by breasts, behinds and glaringly erotic images from nearly nude sexualized models.

(3) Victoria's Secret is highly invasive. With little to no regard for community standard, VS experiments with that standard of decency pushing the envelope little by little without concern for families and children.

(4) Shoppers, for a variety of reasons, are largely silent when they come upon such displays. I witnessed recently an example of this. A woman viewed a display and had a few words with her adult son complaining about the pornographic nature of a particular display. Did she go in and tell the manager? No.

(5) Unfortunately, generally speaking, telling the manager does little to no good. That's the experience of many well-meaning individuals. Try speaking to a Victoria's Secret store manager sometime and/or to Victoria's Secret headquarters. As with Abercrombie & Fitch - in years past - it is an exercise in futility. Unfortunately, the same can be said for expressing concern to the mall manager. These efforts, though, need to be exerted anyway. For as with A&F, as public concern is expressed and then expressed again and again, a momentum of consumer outrage can be built. However, we must be relentless in our efforts.

(6) Ultimately though, if there is no remedy from the mall manager or from the local Victoria's Secret manager or Victoria's Secret headquarters, a public rally like that exerted in Carmel, IN is helpful. The only thing that the local mall will ultimately understand is public pressure as in a public rally or public boycott.

We regularly monitor Victoria's Secret displays in our local mall at Rivertown Crossings Mall, Grandville, MI.

Is it worth it? Absolutely. It's just such a shame we have to exert time, energy and resources to engage them with public pressure. It's unfortunate that these corporations won't listen to conscience. But for the most part, their leadership teams are more concerned with monies than with upholding community standard. [http://americandecency.org/main.php?f=updates\\_new/2008/January/01.04.08](http://americandecency.org/main.php?f=updates_new/2008/January/01.04.08)

### Email alert for January 17, 2008. Tough Christmas: Victoria's Secret

*"Last week, during the company's December sales call, Amie Preston, VP-investor relations, said Victoria's Secret was challenged by slow traffic during the holiday season. The retailer reported an 8% decrease in stores open at least a year, compared with a 10% gain in same-store sales last year. The retailer, along with countless others, cited a shift in the retail calendar for the decrease. But it also noted that the bra, panty, sleepwear and beauty categories all struggled, while only the sub-brand Pink, which caters to a younger clientele, posted moderate sales gains. ..."* **Taken from Advertising Age, January 14, 2008]**

\*\*\* And now for the rest of the story. This piece of information describing Victoria's Secret's Christmas shopping woes is part of a story reporting that, as a result of VS' financial sluggishness, they will be attempting to stimulate shoppers via advertising during the Super Bowl on February 3. The article appears in Advertising Age: [http://adage.com/article.php?article\\_id=123045](http://adage.com/article.php?article_id=123045)

We need to continue to let Victoria's Secret know via our pocketbooks that we have had enough of their sleazy, in your face advertisements - repeatedly pushing the envelope.

Until radical alterations are made in the manner in which they market their product, let's keep urging others to stop shopping Victoria's Secret, and other holdings of parent company Limited Brands, including Bath & Body Works and White Barn Candle Co.

**ACTION STEP:** As we stated on page one, it's time for us to do what we can to stop the vulgarity foisted upon us by Victoria's Secret. In addition to the action steps already given in this newsletter, we also urge you to put to use the enclosed postcards.

The postcards, as you will see, are not addressed. Our intention is for you to use one of these to contact your local Victoria's Secret store manager, either by stopping in to hand deliver the card or by obtaining the address for your local VS and mailing it.

However, we believe a personal delivery of this card will make a strong statement. Briefly explain that you will not be shopping Victoria's Secret and that this card states why. Ask the manager to express your concern to the corporate office and urge her to exert influence in removing explicit displays from the storefront.

The second postcard can be delivered or mailed to your local mall manager, making a similar plea. Or perhaps you would like to pass it on to a friend to use in registering a complaint with Victoria's Secret. In addition, if you would like additional quantities to pass out to friends, family, or fellow church members please contact us at 1-888-733-2326 and we will happily provide them.

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# Sex, Lies, and Women's Magazines

An update

In 2002, Columbia University's Graduate School of Journalism produced a compelling article on "Sex, Lies, and Women's Magazines."

I've pulled out a few quotes from this article to whet your appetite to read it in its entirety (see following link), and, more importantly, to engage you in realizing that those magazines at the checkout, displaying scantily clad women and sexual themes, draw in millions of readers who fall victim to their lies. Magazines that prey on the insecurities of young women - selling them the lie that a lifestyle of promiscuity, degrading themselves for the pleasure of men, is the norm.

As I'm flying on an airplane and I see some young woman glued to a Cosmopolitan magazine, I cringe and am overcome with sadness. I feel sad for that young person and sad for so many who are so dumbed down that they can't see that they are under the tutelage of fools, manipulating them for the sake of money.

It's about selling magazines! So what if the "advice" is based upon LIES? It should matter a lot!

*"Standing on line at the grocery store almost anywhere in America, the hapless shopper is bombarded with insistent exhortatory headlines: blow his mind; sexual bliss secrets!; get his sexual attention instantly; what he's thinking about you . . . naked. Perhaps she stands in front of them to prevent her mother or her kid from reading them aloud. Or she skims the copy to see if it might deliver the promised ecstasy. Whether or not she actually buys women's magazines, she can't escape their sexual anxieties, enthusiasms, and obsessions. ..."*

*"... these articles are full of lies. ..."*

*"... It is the life-style magazines like Mademoiselle, Cosmopolitan, Glamour, Marie Claire, and others that most often run the most features dedicated to sex and relationship conundrums. Within these service-oriented magazines, the worst abuses seem to occur in a specific genre - the relationship/advice story (opposites attract, the seven-year itch), which is usually illustrated by ebullient quotes from supposedly real women ('Marisa, a 26-year-old executive secretary'). Just about everyone interviewed for this story said that these stories were embellished. ..."*

*"... A woman who works for Glamour acknowledges that quotes are routinely rewritten. 'They get people to interview people - or purport to interview people,' but quotes are then re-phrased to sound as silly and perky as the magazine's copy. 'No one talks like that,' she says. Former Glamour fact-checker Amy Feitelberg is even blunter: 'Quotes were totally changeable.' ..."*

*"... Even more oddly, many of the people discussed in these stories simply do not exist. The former Cosmo editor says that when the qualifier 'Names have been changed' appeared, the characters in the story were composites. But a fact-checker at another top-circulation women's magazine says, 'Composite' gives it too much credit. It's much more invented than that. 'Names have been changed' can mean anything, including 'Totally made up.' ..."*

*"... Does any of this matter? Editors' opinions vary. 'Hey, it ain't The New York Times' the Cosmo loyalist says in her former employer's defense. 'We should not be in the business of misinforming people, but we are publishing an entertaining, popular magazine that people want to read'...."*



*"... 'Frankly, I think the really good journalists get frustrated writing for women's magazines,' she said. 'Why should they spend their life writing Seven Tips for Greater Sex? It may be something you do sometimes to pay the bills. But I mean, come on, this cannot be the height of someone's journalistic career.' ..."*

<http://cjrarchives.org/issues/2002/2/sex-featherstone.asp>

## Action Points:

Speak up consistently. Go to the manager. Ask him/her to place a blinder over such magazines or put them back in the magazine rack. Keep on until they do it and hold to it!

## Hearst Publishing is one of the major publishers of magazines such as:

CosmoGIRL!  
Cosmopolitan  
Country Living  
Esquire  
Harper's Bazaar  
Marie Claire  
O at Home  
O, The Oprah Magazine  
Popular Mechanics  
Quick & Simple  
Redbook  
Seventeen  
Teen

May we labor to teach those who come after us the difference between the holy and the profane. And may they have hearts, minds and spirits that are capable of receiving wisdom and fleeing from lies.

*"They have made no distinction between the holy and the profane, and they have not taught the difference between the unclean and the clean." Ezekiel 22:26*