

## *ADA event to encourage, exhort and celebrate His work* **Don't delay any longer. July 30 is fast approaching. Make your reservation today!**

This newsletter should be reaching your mailbox in very early July.

There is still time to make your reservation for **American Decency Association's** July 30 "25th Anniversary." So many of you have been a part of ADA through giving, praying, volunteering, picketing, boycotting.

The light of Jesus has shone and is shining through this ministry. Come and celebrate what God has done and is doing! Exposing and opposing the darkness, and promoting God's principles of holiness will always be needed, and, we believe, blessed of God!

**Among the highlights of the evening is a power-packed video presentation which will include messages from special friends. Among them:**

Galen Brookens - former Fremont Chief of Police: shares his perspective on ADA's ministry over these 25 years.

Anita Bradshaw - a senior citizen who played an important role in driving pornography out of a local newsstand.

Larry Stults - one of the original anti-porn fighters from White Cloud, MI.

Tim Walberg - Former state rep and U.S. Congressman shares his perspective regarding work he did with Bill.

Judy Krause - former ADA staff and crusader for decency at the checkout counters of many grocery store chains throughout America.

Art Ally - founder of the Timothy Plan, Orlando, FL.

Marcia Walthers - educator, musician, gifted hostess shares her perspective from being there as friend from the very beginning.



**Bill Johnson interviewing regarding A&F. Is the A&F battle returning?**

Don Wildmon - founder of American Family Association, Tupelo, MS - gives words of congratulations and encouragement.

Randall Murphree - Editor of the AFA Journal, Tupelo, MS - speaks of the years of ministry involvement.

Steve Ensley - founder and head of American Family Online, former AFA staff and present board member of ADA, Niceville, FL.

Also participating that evening will be Buddy Smith, Executive Vice President of American Family Association. Buddy will be presenting special music for the program including a song with Bill's daughter Jenny Starr - pastor's wife, mother of three from Pennsylvania.

And a reminder about our speaker for the evening, Pam Stenzel.

Pam is one of the most dynamic speakers you will ever hear. Here's why we say this:

(1) She has something to say. In fact, Pam has a lot to say. She served in Crisis Pregnancy Centers for 9 years.

(2) Pam has a heart for life! Pam was conceived in rape, yet her birth mother chose life and Pam was adopted by a loving Christian family. Pam loves life and realizes

how precious right decisions are.

(3) Pam's messages have urgency, directness, fervency, compassion, and they are anointed. How else could she hold the attention of large crowds of high school youth for 60 minutes plus? She can and she does!

(4) Pam loves the Bible and she is guided by it. Pam is a graduate of Moody Bible Institute and Liberty College (now University).

(5) Pam speaks to over 500,000 students a year. One of her most recent speaking trips was in Nigeria.

We are excited to have Pam with us.

**You are invited. Now it's up to you.**  
**Call us at 1-888-733-2326.**

If you are elderly and need a ride, please contact our office and we will do what we can to help arrange transportation (in Michigan).

Those who are younger, you are needed to stand at such a time as this and to be here for the exhortation, encouragement and counsel you will receive from this evening.

This is an event to encourage but it is also an event to lift up high the Lord and His great warning and challenge for us in these increasingly evil days.

### **Dinner details:**

**When:** July 30, 2010

**Time:** 6:00 pm - 9:00 pm

**Place:** All Saints Church reception hall, 500 Iroquois, Fremont, MI 49412

**Ticket price:** \$15.00 per person

**To make a reservation please call:**  
Phone: 888-733-2326



## From the desk of Bill Johnson, president



### “We give thanks for 25 years of ministry.”

The battle against indecency is relentless and it will never, ever end this side of Heaven. Some say that we are just dealing with externals, not the root causes. Agreed. So, are we supposed to quit being the salt and the light? Am I supposed to quit using the prophetic calling that God gave me? No, of course not.

Early on the day I began writing this newsletter, I received an email from a supporter saying that a large, nationwide discount center refused to put Scripture on a cake being ordered for a graduation!

My friend, already an experienced warrior herself, sought suggestions on what she should do.

To make a really long story short, our office called our local Muskegon branch and found out that this large center with outlets throughout America didn't have a policy against using Scripture on their cakes.

I left a call encouraging my friend to go directly back to the shopping center and speak to a couple of employees who are on staff there. Hours later I got a call back. She had already used her savvy and taken right steps and discovered that it was an anomaly - that the clerk she had dealt with was notorious for her harsh ways.

In recent days, I received word through a friend and staff person with Concerned Women for America that Abercrombie & Fitch has announced that they will be back in the production and distribution of their pornographic catalog by the middle of July.

It never ends. Win a victory. Hold the line and then lose it again and on and on it goes. Give in or fight on?

Then I hear that still, small voice “I’m in it. I’m with you and I pour out my grace upon you each and every day. My grace is sufficient for you.”

And, you know what? That is the very truth! The presence and power of God is upon me and this ministry. That coupled with the touch of God upon a solid core of you that give and give and give again, both financially and with words of encouragement!

We give thanks especially to God and to you, His special people!

And we are thankful for the encouragement God brings through His Word.

*For we are his workmanship, created in Christ Jesus for good works, which God prepared beforehand, that we should walk in them.* [Ephesians 2:10]

*But he said to me, “My grace is sufficient for you, for my power is made perfect in weakness.” Therefore I will boast all the more gladly of my weaknesses, so that the power of Christ may rest upon me..* [II Corinthians 12:9]

As we move forward quickly into the summer months, we are so very grateful for so many of you that keep this ministry going, thereby keeping our staff still intact.

Your response to our special financial appeal on the cover of the June newsletter kept us in the battle. Recently, we had two consecutive days of less than \$100 in giving. We lose an awful lot of ground on such days. Please remember us in prayer during these times and give as God leads you.

In closing, this is one of my last opportunities to personally invite you to make every effort to join with us at our July 30 dinner. This has every evidence, with God’s help, of truly being a memorable evening.

Your presence with us would be such an encouragement to us. Come and see close up what God has done and is doing through ADA.

Thank you, dear friend!

## Conference accommodations



**The Shack** is a very popular location for family vacations, conferences, overnights for visitors throughout Michigan. There are still a few rooms available for Friday and Saturday night. Located 7 miles northeast of Fremont. See their website at: <http://www.theshackbandb.com/> or call: 231-924-6683



**The Gerber Guest House** boasts a large terrace and deck overlooking a beautiful garden and fountain. The 7 spacious, second floor bedrooms, each with it’s own bath, are inviting. All guests will appreciate the privacy the Inn provides. See their website at: <http://www.gerberguesthouse.com/> or call: 888-924-7005. Make sure you let the receptionist know you are reserving for the ADA dinner to get the special rate.

The Gerber House is adjacent to ADA headquarters.



**The Harrington Inn** is another very nice overnight option just minutes west of ADA headquarters and our dinner location.

A warm, friendly, clean environment offering swimming pool, wireless and other amenities. See their website at: <http://harringtoninn.net/> or call: (800) 233-5653. Ask for ADA reservation.

# Abercrombie & Fitch announces return to publishing pornographic catalog



Between 2000 and 2003 we alerted our readers and supporters to Abercrombie & Fitch's pornographic catalog. Month after month we beat the drum on this issue. The images in the catalog were clearly toxic.

Michigan's then Attorney General Jennifer Granholm (presently Michigan Governor) notified A&F in 1999 to cease and desist or face prosecution for selling their catalog to minors.

Upon becoming aware of this matter, American Decency Association began to lead the charge on exposing the catalog for what it was - pornographic. Here is but one example - taken from our July 2001 newsletter:

Quoting: "The pornographic Abercrombie & Fitch Summer Quarterly begins with 121 pages of full page, explicit photographs of nude, semi-nude and provocatively posed young people (teen-age/college student age). There are over 30 photos of nudity - both female and male. Page after page sends the message to their customer base, teenagers, of recreational and promiscuous sex and deviant behavior. Viewing the "catalog" gives the feeling that you've just paged through a Playboy.

Advertisements for A&F clothing do not begin until page 122 of the 280 page catalog. The catalog also includes 54 pages of articles and interviews - tied to the catalog's theme of 'pleasure'."

As we communicated our outrage, doing many interviews nationwide and sending

email alerts, etc., others began to spread the word as well - including Dr. Jim Dobson via his radio program in late 2003. With the mounting pressure, A&F discontinued the publishing and distribution of their disgusting pornographic catalog targeting adolescents. It was a major victory.

Now A&F is arrogantly returning to this pornographic advertising scheme, announcing that their "A&F Quarterly" is back and will be available in July.

In recent months and years, we have heard that A&F has been in serious financial trouble. Do they somehow think that bringing back pornography targeting kids is going to bring them prosperity? It didn't before. Why would it now?

**Quoting from Slate (hardly a conservative publication) from December 8, 2003**

*In retailing, the most important metric is same-store sales, or how much money shoppers have spent at outlets that have been open for a year. The figure highlights whether a retailing concept has staying power. Abercrombie & Fitch's monthly sales releases, visible here, spin a tale of economic decline. In November 2003, same-store sales were down 13 percent compared to the previous November's sales. That's bad. Worse, it was the fourth straight year of same-store sales declines in November—the leading edge of the Christmas season. ...*

*Every year Abercrombie & Fitch goes to greater lengths to appeal to teens' prurient interests, too, hoping hormones will translate into sales. It's not working. It may be that the firm has signally failed to understand its customer, which is the most fundamental rule of retailing. The catalogs titillate teens, but they're increasingly angering their parents. While 16-year-olds may be able to go to the mall by themselves, most still rely on their parents to pay for the clothes they buy.*

Here is Abercrombie & Fitch's "disclaimer" on their website where anyone can

pre-order the soon-to-be-released catalog:

*The A&F Quarterly contains adult content, including nudity, and should only be purchased by persons who are 18 years of age or older. By clicking "I agree" below, I represent and warrant that (I) I am 18 years of age or older, (II) I am purchasing the A&F Quarterly for myself or another individual who is 18 years of age or older, and (III) I am not located in a jurisdiction where purchasing and receiving adult content, including nudity, is prohibited by law.*

*I agree to indemnify Abercrombie & Fitch, Inc., its related entities, and their respective directors, officers, employees, and agents from and against all claims, losses, damages, liabilities, and costs (including, but not limited to, reasonable attorneys' fees and court costs) arising from any violation of my representations and warranties herein.*

With great sadness we once again enter into this fray. As many of you were aware, we never saw any real evidence that A&F had changed at the management level. We have kept a close watch on their wall and window displays during the interval between 2003 through June 2010.

We intend to keep you abreast of developments.

For a free boycott Abercrombie & Fitch bumper sticker, email: [kimberly@americandecency.org](mailto:kimberly@americandecency.org)

"Ditch Fitch"  
Abercrombie Peddles Porn



## McDonalds airing gay commercial in France



In 2008, American Family Association began a boycott of McDonald's over the company's newly-announced support for the homosexual community. McDonald's had not only made a large donation to the National Gay and Lesbian Chamber of Commerce (NGLCC), but also placed a high ranking executive on the group's board of directors. Several months after the boycott was announced, McDonalds withdrew their support from the NGLCC.

The news source Christian Today reported that in a memo to McDonald's franchisees in September of that year, McDonald's made clear that its new policy was "to not be involved in political and social issues..." and also stated: "McDonald's remains neutral on same sex marriage or any 'homosexual agenda' as defined by the American Family Association."

It appears that the McDonald's corporation has once more changed its mind. In a new commercial airing in France, McDonald's makes its support for the gay community very clear.

The ad features a high school-age boy on his cell phone looking at his class picture in a McDonald's, waiting for his dad to bring the food.

[Here's the commercial transcript:](#)

\*Phone rings, boy answers  
Boy: "Hello?... **[romantic tone of voice and innuendo]** I was thinking about you too... I'm looking at our class picture... I miss you too... My dad's coming. I have to hang up..."

Dad: "Here you go. Is this your class picture? You look just like me at your age.

Let me tell you I was quite the ladies man! Too bad your class is all boys... you could get all the girls."

The ad ends with the words "Come as You Are" on the screen. In other words, no matter what your sexual orientation, you're welcome at McDonald's.

As if to say McDonald's is the only fast-food restaurant that allows homosexual patrons. How ridiculous!

What is interesting is that after a promise to stay neutral on this issue, McDonald's breaks that promise in such a pointless way. What is the point of this commercial, that gay people are allowed to eat Big Macs too? It seems more like a deliberate slap in the face to those of us who oppose homosexuality.

We need to demonstrate to this company that even if this ad never reaches our airwaves, we now know where the company stands. And if they refuse to return to their neutral policy, they will lose our business.

### Express Concern to McDonald's Corporation:

McDonald's Corporation  
1 McDonald's Plaza  
Oak Brook IL 60523  
Phone: 630-623-3000  
Fax: 630-623-5004  
Toll Free: 800-244-6227

James Skinner – Vice Chairman and CEO  
Jim.Skinner@us.mcd.com

## Presidential Proclamation - Father's Day - includes "two fathers"



President Obama has made it no secret that he supports the lesbian, gay, bisexual, transvestite agenda. His latest attack on their behalf occurred in his Proclamation for Father's Day.

Not only did President Obama again declare June "Gay Pride Month" but now he's actually using Father's Day to attack the traditional (Biblical) family - as he did in a presidential Father's Day Proclamation. Here's an excerpt taken from the proclamation:

"... Nurturing families come in many forms, and children may be raised by a father and mother, a single father, two fathers, a step father, a grandfather, or caring guardian. ..."

No, Mr. President, the family was created and designed by God – with one father and one mother, each bringing unique and needed qualities to a family. While in this broken world children are sometimes raised by single parents or grandparents, being raised in a climate of homosexuality by two men is the ultimate of dysfunction – not nurturing.

### To contact President Obama:

The White House  
1600 Pennsylvania Avenue, NW  
Washington, DC 20500

E-mail addresses:  
president@whitehouse.gov  
vice\_president@whitehouse.gov

Contact form: <http://www.whitehouse.gov/contact>

# Pornography and Movie Gallery's Closing: some reflections



Movie Gallery is going out of business. Movie Gallery was at one time the second largest video outlet chain in North America.

At one time, video retailer Movie Gallery boasted thousands of outlets around the United States, becoming North America's #2 video retail chain (4,700 stores at its peak) after buying out competitor Hollywood Video in 2005. But after closing more than 2,400 stores over the last three years and experiencing continued losses in 2009, the company has announced it plans to shut down its 1,900 remaining stores.

Why is this noteworthy to ADA? In the past we have called for boycotts of Movie Gallery due to their practice of renting pornographic films in "adult" backrooms in some of their video outlets.

Movie Gallery also had the tendency to open stores in smaller communities and drive out existing video businesses. Movie Gallery moved into our community in 2003. They pressured Grand Video (which had a small number of stores in West Michigan and had pledged not to rent XXX-rated videos). Ultimately Movie Gallery won out and bought out Grand Video. Initially Movie Gallery did rent some hardcore pornography here, but with pressure they pulled that level of pornography from their inventory locally. Even so, they continued to rent other concerning videos such as *Girls Gone Wild* which were displayed at eye-level of children.

In 2004, a number of us picketed Movie Gallery. We urged people to boycott Movie Gallery. Movie Gallery did get rid of some of their X-rated back rooms. However, we were never satisfied with the rental of trash in our local communities. We circulated a boycott petition here and beyond.

However Movie Gallery, I believe, is going out of business not so much because of good people boycotting Movie Gallery and their "adult room" pornography, but because of Netflix.

See: <http://www.dailyfinance.com/story/hollywood-video-game-crazy-movie-gallery-store-chains-to-close/19473286/>

I wish it were otherwise. In other words, I wish there was such a broad resistance nationwide to pornography, and, on the positive side, a consumer demand for wholesome, decent movies that Movie Gallery would have turned away from that which was degrading, erotic and dishonoring to God and that they would have begun to thrive as a business. That's not what happened.

I say this to say the following: Movie Gallery video outlets are only one venue of pornography. There are many others.

Year after year television gets more acidic and disgusting. Leading corporate advertisers place their advertising dollars behind such infantile and erotic programming because there are millions of viewers watching trash. Case in point: *Family Guy* and *American Dad*. Another case in point: The repeated advertising support of Yum Brands (particularly Taco Bell, KFC, Pizza Hut but also A&W and Long John Silvers) despite years of hearing from our supporters and the supporters of other ministries like AFA, PTC, etc.

There is a market for trash and there will always be entrepreneurs willing to peddle it because they don't care about the impact of what they bring into American homes, but only about their pocketbooks.

Here are some things that I have learned along the way in this battle against pornography.

I have been convinced for a long time that the Bible is Truth. The Bible tells us:

(1) that in the later day there will be spiritual, moral breakdown (II Timothy 3:17).

(2) that there will be great testing and trials (I Peter 1:7,8)

(3) that broad is the way that leads to destruction and narrow is the way that leads to eternal life (Matthew 7:13)

(4) that this world is not our home – we are pilgrims in a foreign land (Hebrews 11:13)

(5) that we are to be change agents; the salt and light of the world (Matthew 6:13-16)

(6) that we are called to walk by faith – to be faithful (Hebrews 11)

(7) that we are called to pursue holiness without which no man shall see the Lord (Hebrews 12:14 and I Peter 1:15, 16), that we aren't to be conformed to this world but to be transformed by the renewing of our minds (Romans 12:1,2)

(8) and that we are to teach our children diligently when we walk, sit down, work, play, etc. of who God is and the way He calls us to live. (Deuteronomy 6:4-9)

Lastly, God is using heartaches, heartbreaks, urgencies, discouragements, closed doors, open doors, births, sicknesses, failures, sin, ruin, hardship to make us more like Him and prepare those who have ears to hear and eyes to see that He IS GOD. He is building a place in Heaven for His people. Yet while we are here on this earth, may we fight the fight of faith as agents of change to a fallen world.

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# 25 years of American Decency Association

by: Chris Johnson



Chris (age 2) at our monthly newsletter mailing

As you probably know, ADA is slated to celebrate our 25th anniversary on July 30th of this year. If you somehow don't know, we are having a dinner event with abstinence-education champion Pam Stenzel as our keynote speaker. It will be a great evening of looking into both the past and the future.

In light of the landmark of 25 years, I figured I would delve deep into the recesses of my mind and recount my earliest memories of this organization.

The very earliest of these are seen at about table height from the eyes of a 2 year-old in a seat somehow attached to a table. My little seat put me in a great position to see the hands of volunteers quickly folding or sealing envelopes for the monthly newsletter. Now, nearly two decades later, I'm writing for that newsletter!

Most of my earliest memories take place in that old fellowship hall as I toddled around in between mailing tables at First Reformed Church in Fremont. Our theme for our anniversary event is God's Faithfulness, and one of the most obvious ways that has been evidenced is in the faithfulness of our volunteers, many of whom are still with us after all these years.

As time went on, I graduated from my little seat and learn to stuff and seal envelopes myself. In the spirit of our volunteers, I picked a seat that became my usual spot on mailing days, usually taking up position by Al and Harriet. Later I got bumped to kitchen staff and arranged the fruit tray for our unofficial mailing chef, Marcia.

Mailings were always a good time, sometimes more about social interaction and a good breakfast than the newsletter

assembly line that clicked on for most of the morning, but we always knew and appreciated that these volunteers were doing what they could to advance a cause they believed in. And we couldn't do it without them.

American Decency started out in my old bedroom, obviously long before it was my bedroom. From there, some of Dad's friends and my brother converted our garage to a suitable office space. The main thing that I remember about having the office there was the big, ugly blue and yellow fabric dividers that split the workspaces and a poster that said something to the effect of "scientists say that bumblebees can't fly." A good reminder that if God wants it happen, it doesn't have to make sense to us.

I remember little else from that time except for the anti-porn picket signs that took up a different home around the house every time they were taken out: under the bed, behind the freezer, in the shed behind the house, etc.

Also, Dad used to record old Mickey Mouse and Donald Duck cartoons for me and I would watch them in the evenings on the only TV in the house which was in the office. I think I was 5 when American Family Association (with whom we were affiliated at that time) announced their boycott of Disney. I remember being devastated. No more Mickey.

Well, eventually what was then AFA of Michigan outgrew our house altogether and moved into a town office. We were there for quite a while before entering our last rented space next to the Newaygo County Fairgrounds. That last location is the one I remember the most. It was there that ADA's biggest accomplishments became notches on our belt: Howard Stern and Abercrombie and Fitch.

Numbers of you were a huge help on the Stern campaign: taping shows, writing to advertisers, getting other people involved, etc. My recollections from that time involve a LOT of tapes laying around,

tape players, yellow notepads, everything required to record the advertisers and let them know that the show they supported was not ok. There were times where Mom and I would head into the office to watch Dad do an interview on CNN or FOX. Then came the day when "Howy" as we called him, announced he was leaving FM radio for the newly blossoming satellite radio world. It seemed for a while like we didn't know what to do with our time, but that didn't last long.

I don't remember exactly how we got involved in the Abercrombie and Fitch battle, but as soon as Dad and Lisa found out about it they were off and running again. No rest for the weary. They made T-shirts, bumper stickers, sent out e-mail alerts, and organized postcard campaigns. A&F eventually stopped producing the catalog, due in a large part to ADA's attention to it.

The next big shift in ADA's life was purchasing the new building. As most of you know, through your gifts and God's grace, ADA was able to buy the beautiful church that is now our office debt free. God made his blessing in this endeavor very obvious. Our first and second offers were turned down, but a year after our initial interest we were able to buy the building from the Fremont Area Foundation which had just received it from the original seller. We were therefore able to get it for significantly less than the original asking price!

Since then, God has continued to bless us. We have focused on exposing the advertisers on the crudest shows, continued to pressure Victoria's Secret to clean up their marketing, and strived to keep our reading audience aware of other moral battles that are going on in our land.

This organization has come a long way in 25 years. From fighting porn in the local news stand to taking on A&F's pornographic catalog, ADA has been on the front lines of the battle for morality in our culture. We hope you can celebrate this landmark with us.