

ADA's summer conference *Friday, July 29 – 7:00 p.m.*

If you don't care who will?

By Bill Johnson

We American Christians have had it very good for many, many years in this great country.

We hear from many of you. Many of you think that those years of unbelievable societal blessing are coming to an end and not so slowly in these recent years.

One of the ways in which we at ADA know that we can be of assistance to our brothers and sisters in Christ and their families is by informing, educating, warning, and preparing our loved ones for what lies ahead.

We are in a war for the hearts and souls of our children, dear friends in Christ! To the victor goes those hearts and souls. These are not idle thoughts or words. This is reality!

It is in this vein that I write this month. It is very late in America. Will the church rise to fulfill the Great Commission and its mission as salt and light? Will political correctness trump the freedoms of speech, religion, and press in these waning days of free America? Will we stand by and allow homosexual marriage to become the law of the land and remain silent as millions of unborn babies are killed?

If you don't care, who will?

We went out on a limb and booked one of America's most sincere, activist, experienced, yet humble Christian soldiers to come to our little West Michigan community. Gary Bauer will speak to good people to rally their hearts, minds and lives to prepare them for the spiritual battle that lies ahead for people who want to understand the times in order to know what to do.

[If you don't care, who will?](#)

Read these quotes from Gary Bauer. If you read them and don't find yourself drawn to know more, why not? Bauer speaks passionately and with urgency:

Quoting:

"I was stunned to learn ... that Guantanamo detainees succeeded in convincing prison officials to no longer raise the American flag anywhere they could see it. Each morning on every U.S. military base around the world, the American flag is raised to a bugle. But in the interests of not offending the detainees, it was stopped at Guantanamo."

[End of Day, Gary Bauer, 5/12/11]

... We learned that Barack and Michelle Obama would be hosting a poetry reading event at the White House tonight. Among the invited guests is the rapper Common, who has sung about a burning Bush. That's not a biblical reference. He was referring to setting former President George W. Bush on fire. Remember, this is a guy invited by a White House that is lecturing the rest of us on the need to be more civil in our public discourse. ..."

[End of Day, Gary Bauer, 5/11/11]

Obama's gay agenda is out-of-step with the values of most Americans. More than 30 states have voted to preserve the meaning of normal marriage. But elections have consequences.

Obama has already appointed two left-wing justices to the Supreme Court, which has a narrowly divided 5-to-4 center-right majority. If Obama gets a second term, he could tip the balance of power on the court for a generation or more.

[End of Day, Gary Bauer, 5/9/11]



If you don't care, who will? At this writing less than 50 have registered. The auditorium where Bauer's message will be presented seats 600.

We encourage you to register for ADA's summer event and join with us in this rare opportunity to hear from one of the premier voices in the pro-family movement.

We are privileged to have Gary Bauer to challenge and encourage us.

When: Friday, July 29, 2011.
7:00 pm - 9:30 pm

Where: Fremont, Michigan.
First Christian Reformed Church
721 Hillcrest Avenue

What: "For Such a Time as This"
- featuring Gary Bauer

Cost: Adults - \$ 10 per person.
Free admittance for children and youth under age 18

For more information or to register call:
1-888-733-2326 or go online at: <https://secure4.afo.net/ada/registration.php?eventno=28>



From the desk of Bill Johnson

Living examples of godly people

The days go by and we watch with wonderment and concern the unraveling of our great country; a country that has been blessed of God from the founding long ago.

A country blessed with abundance and human ingenuity and defended by blood sacrificed on foreign shores that we might be a free people - the land of the free, the home of the brave.

Yet today, we have two political parties that are further separated ideologically and philosophically than perhaps at any other time in our history.

Political polls also seem to indicate a country very divided on so many fronts. This should concern us all as wide chasms exist from immigration, homosexuality, "Don't Ask, Don't Tell", oil drilling, "Cap and Trade", Obamacare, Islam, abortion, democracy vs. socialism, smaller government vs. larger government, etc...

Our churches, too, indicate lines of demarcation that are not insignificant. Much could be said and written here but my desire is not to bring even greater division. Suffice it to say that I believe the Bible and desire to walk in God's ways. Many verses come to mind, but a couple in particular. Hebrews 12:10: *"Pursue peace with all men and holiness without which no man shall see the Lord."*

Nonetheless, in reciting this one verse there is also the verse from Luke 12:51-53 - *Do you think that I have come to give peace on earth? No, I tell you, but rather division. For from now on in one house there will be five divided, three against two and two against three. They will be divided, father against son and son against father, mother against*

daughter and daughter against mother, mother-in-law against her daughter-in-law and daughter-in-law against mother-in-law."

Are we not living in such times? On the one hand we are to pursue peace with all men (and holiness) without which no man shall see the Lord and on the other hand we are to recognize that Christ didn't come to give peace but rather division.

How can that be? It is because, indeed, truth is divisive. The very pursuit of holiness is often divisive. As you live in holiness you also make frequent decisions that reject unholiness, ungodliness. That can be and is divisive whether you want it to be or not. Many examples could be given.

Stepping in and opposing a godless television program on your television set at a family gathering in your household. Speaking the truth in love to a wayward friend or family member.

Is it possible to pursue peace with all men and holiness as quoted above? Yes. Is it difficult? It can be. Could it be divisive despite your efforts to accomplish peace and holiness? Yes!

Make no mistake. The pursuit of holiness requires walking in truth and truth does divide.

There is nothing that indicates that this growing division will subside. May we not, however, slink away from abiding in truth. It is God's will for our lives.

I might add that those coming after us desperately need to see living examples of Godly people not ashamed to pursue this peace and yet in bold pursuit of holiness - walking in truth!

My heart's desire is to see many of you here on July 29 as together as kindred spirits, we hear from one who stands up every day for Christ and His principles. We have a great opportunity to encourage and be encouraged. Let us come together for this significant time!

Conference accommodations



The Shack is a very popular location for family vacations, conferences, overnight getaways 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.

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 event 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.

Pornography as heroin

by Chris Johnson



Like it or not, pornography is a part of today's American culture. What a few decades ago would have been purchased in shady parts of town by men with their collars turned up is now taught in Advertising 101. After all, "sex sells." As some of the statistics below show, sex sells a lot.

This is a huge problem for our nation and our society. As Dr. Donald Hilton explains, pornography is more than just a bad habit, it is an addiction which can be as hard to shake as heroin. "Human sexual climax utilizes the same reward pathways as those mobilized during a heroin rush. If we fail to understand the implications of pornography's ability to re-program the brain structurally, neurochemically, and metabolically, we doom ourselves to continue to fail in treating this formidable disease."

[The statistics below show exactly how widespread this "disease" is.](#)

1. 12% of the websites on the internet are pornographic.
2. Every second, \$3,075.64 is being spent on pornography.
3. Every second, 28,258 internet users are viewing porn.
4. 40 million Americans are regular visitors to porn sites.
5. In the US, internet porn pulls in \$2.84 billion per year. The entire worldwide industry is \$4.9 billion.
6. 2.5 billion emails per day are pornographic.

7. 25% of all search engine requests are pornographic related. That's 68 million per day.

8. 35% of all internet downloads are pornographic.

9. Top pornographic search terms (in millions): sex -75%, adult dating - 30%, porn - 23%

10. Utah has the highest online porn subscription rate per thousand home broadband users: 5.47

11. 34% of internet users have experienced unwanted exposure to porn, either through pop-up ads, misdirected links, or emails.

12. There are 116,00 searches for "child pornography" each day.

13. The average age at which a child first sees porn is 11.

14. 20% of men admit to watching porn online at work. 13% of women do.

15. The least popular day of the year for viewing pornography is Thanksgiving. The most popular day of the week for viewing porn is Sunday.

16. According to comScore Media Metrix, there were 63.4 million unique visitors to adult websites in December of 2005, reaching 37.2% of the Internet audience.

17. According to the Florida Family Association, PornCrawler, their specialized software program, identified 20 U.S. companies that accounted for more than 70 percent of 297 million porn links on the Internet.

18. By the end of 2004, there were 420 million pages of pornography, and it is believed that the majority of these websites are owned by less than 50 companies (LaRue, Jan. "Obscenity and the First Amendment." Summit on Pornography. Rayburn House Office Building. Room 2322. May 19, 2005).

19. The largest group of viewers of Internet porn is children between ages 12 and 17

(Family Safe Media, December 15, 2005, http://www.familysafemedia.com/pornography_statistics.html).

[Source: 1- 20, via [pinkcross.com](#)]

20. 70% of 18 to 24 year old men visit pornographic sites in a typical month. 66% of men in their 20s and 30s also report being regular users of pornography.

21. 40% of adults surveyed believe that pornography harms relationships between men and women.

22. According to 2004 IFR research, U.S. porn revenue exceeds the combined revenues of ABC, CBS, and NBC (6.2 billion). Porn revenue is larger than all combined revenues of all professional football, baseball and basketball franchises. The pornography industry, according to conservative estimates, brings in \$57 billion per year, of which the United States is responsible for \$12 billion.

23. One out of every six women grapples with addiction to pornography.

[Source: 21-23, via [purehope.net](#)]

This is clearly a HUGE issue that does not get enough attention, but will inevitably have devastating consequences as the "porn generation" begins to drive society. The church, both as a whole and as the individuals who make it up, are the only defense against this wave of perversion. We have to pray that God would make us steadfast, that He would touch the hearts of His people, and that we could be the salt and light to our troubled nation.

If pornography is a struggle for you or a loved one, help is available! Below are two sources of help that we highly recommend.

Pure Life Ministries

14 School St.

Dry Ridge, KY 41035

Phone: 888.PURELIFE

Or: 859-824-4444 - administrative offices

Faithful and True Ministries, Inc.

Mark R. Laaser, PhD

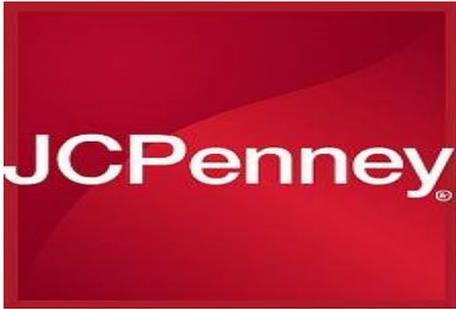
15798 Venture Lane

Eden Prairie, MN 55344

phone: 952-746-3880

J.C. Penney CEO apologizes for “Fresh Recruits” ad

By Bill Johnson



You may recall our April newsletter article making you aware of a concerning print ad from JC Penney. The ad featured young teen and pre-teen girls in skimpy bikinis with the heading – “Fresh Recruits – We Make it Playful. You Make it Fun.” <http://bit.ly/kpzd75>

Many of you, including many life-long JC Penney’s shoppers, communicated your concern and even stated you would cut up your Penney’s credit card!

Recently we reported in one of our daily email alerts the following good news regarding JC Penney and asked our readers to write JC Penney in appreciation. One of these responses is included below.

Rarely today do you see corporations admit to mistakes or wrong choices when it comes to the use of sexual innuendo in advertising.

And so we were surprised, pleasantly so, to receive the following letter from JC Penney last week – a thoughtful response and an apology from the CEO of JC Penney.

Dear Mr. Johnson:

I would like to thank you and the American Decency Association members for contacting us to voice concerns over a recent jcpenny advertisement. Taking a second look, I can see how this ad could be considered offensive, which was not our intention. On behalf of jcpenny, I sincerely apologize for this lapse on our part.

Our Company was founded on The Golden Rule and continues to operate based on the core principles of value, quality and integrity. Additionally, jcpenny has been committed to the positive development of children

through our afterschool program. Over the last 10 years, we have donated over \$ 100 million dollars to afterschool programs across the country to help America’s kids be smart, strong and socially responsible.

To ensure we can avoid this type of situation from reoccurring again in the future, I have personally addressed this issue with the marketing team. It is imperative that we be very conscientious and thoroughly evaluate our marketing messaging.

Again, I truly appreciate your feedback and hope that jcpenny can continue serving you in our stores and online at jcp.com.

*Best Regards,
Myron E. (Mike) Ullman, III*

It is refreshing to see a company acknowledge wrong-doing.

A number of you wrote letters expressing thanks and appreciation. You can, too.

Contact JC Penney at:
<http://bit.ly/kQ3ODm>

Or write:
J.C. Penny Company, Inc.
Myron Ullman, Chairman and CEO
6501 Legacy Drive
Plano, TX 75024
Ph: 972-431-1000
Fx: 972-431-9140

Media Relations
Darcie Brossart (972-431-3400)
jpcorp@jcpenny.com

Below is one of those letters of appreciation to JC Penney:

I have been a subscriber to the American Decency newsletter for close to a decade. When I found out just how badly some of the companies I had patronized were, in regard to their advertising, I wrote them, requesting they stop promoting the filth. When they either did not respond, or responded with callous disregard, and continued advertising on bad shows or

with disgusting commercials, I kept my word and did not purchase anything from their establishments again. I have not patronized McDonald’s, Yum Brands (Pizza Hut, Taco Bell, KFC) or Hardee’s since 2004, as they have not changed their ways. I was saddened to read about your recent advertisement targeting young girls, and was about to write you, when I saw this most recent newsletter.

I am very thankful that you took responsibility, apologized and fully addressed what had to be done to stop a repeat of the offensive material in your ads. I am hopeful that you understand that I am still looking toward seeing at least a reduction, and preferably a complete stop, of the advertising of women’s underwear, bras and bikinis with models. It does nothing to help the self-esteem of the women purchasing the products, and entices many men to lust after the models. This is destructive to families, which are the fabric of a stable society.

There are many other stores and websites that sell and advertise high quality products, including and especially undergarments, without the use of models. These have had our family’s business for many years. With regard to your stores, I have been a platinum card holder for a long time. I have noticed the slowly, but ever, increasing use of models and skimpier ladies garments, for a few years now. I have simply turned my head and not addressed the issue, except to avoid that part of your store. This last issue was enough for me to decide to cut up my card. I have now decided to give your company a chance to show its change of heart and change of direction. I look forward to seeing what the future holds in relation to your company’s advertising.

Thanks again for your gracious letter. It gives me hope that my thoughts and concerns are important to you.

*Sincerely,
Charles B.*

The day after the National Day of Prayer at the local mall

By Bill Johnson



Most of us, whether liberal or conservative, want life to go well for us and for those who come after us. Many of us - at the least - still acknowledge that there is One true God, though fewer believe in the exclusivity of Jesus Christ as the one way to Heaven.

Most of us, then, still desire the blessing of God upon America. Yet, how can a rational, let alone a God-fearing people, anticipate the blessing of God upon our once great country when we have allowed godlessness to creep into our lives at virtually all levels.

Last night I went shopping with my wife at the Lakes Mall in Muskegon, Michigan. As Jan shopped at a women's clothing store, I was getting caught up on my emails on my cell phone.

I heard a guy hollering out to a couple of young friends passing by "Hey, check out the last row in Spencer's, guys!"

A couple of days earlier I had received a call from a man out of the Chicago area asking me if I had been in a Spencer's lately? He was disgusted. It was already in my plans to make Spencer's my next stop to document this concern.

With each passing year, Spencer's gets increasingly perverse. The mall allows it. We allow it with hardly a peep.

I did go check out the back rows of Spencer's. It was filled with sexual deviancy - perverse products, images, and verbiage. Spencer's is bringing the merchandise of sex shops into the local mall and getting away with it.

If you need proof, here is the link to document a small sample of the lewd paraphernalia sold by Spencer's. And see the following action link and addresses.
<http://bit.ly/IMz8AM>

My trip through the mall also took me by Victoria's Secret. A concern familiar to our regular readers, Victoria's Secret has once again trotted out their highly erotic window displays. Huge posters of seductively-posed photos of nearly nude women: close-up shots of cleavage, a woman pulling down her underwear - all with the purpose of seducing, luring, tempting. These are the images countless children, teens, men and women are exposed to daily. [We'll take action in regard to Victoria's Secret in the days ahead].

How did we allow our local shopping mall become a home for sex shops? Through apathy, acceptance, and accommodation. Oh how we need all of God's people to truly humble themselves, pray and seek God's face - and turn from their wicked ways.

We need a National Day of Prayer 365 days a year.

Resist accommodation.

Take action at: <http://bit.ly/jXFRrX> or use the contact information below.

Lakes Mall Manager, Mr. Michael Hagen
5600 Harvey St
Muskegon, MI 49444
(231) 798-7154
email: michael_hagen@cblproperties.com
or: Michael_Lisagor@cblproperties.com
Phone: 231.798.7104

Mall Corporate Office
CBL & Associates Properties, Inc.
CBL Center, Suite 500
2030 Hamilton Place Boulevard
Chattanooga, TN 37421-6000
423.855.0001
800.333.7310
email: info@cblproperties.com

Spencer Gifts, LLC
Steven Silverstein - President and CEO
6826 Black Horse Pike
Egg Harbor Township, NJ 08234
Phone: 609-645-3300
Fax: 609-645-5633
Email: <http://www.spencersonline.com/CustomerService.aspx>

Giving by EFT

●EFT stands for electronic funds transfer. When an electronic funds transfer takes place, money is exchanged without the use of cash, check, or any other sort of medium. This is made possible because banks nationwide are connected electronically to each other.

●When you set up an EFT account with the ADA, you are authorizing ADA's bank and your bank to make an electronic funds transaction in which the amount you specify will be debited from your account at your bank and credited to ADA's account at their bank. It's that simple.

Why use EFT?

●Your time is precious; electronic funds transfer is the most efficient way to give. You will never have to write another check, stuff another envelope, or buy another stamp to donate to ADA.

●EFT donations are safer than checks. You do not have to worry about donations being lost or stolen.

●If you like the idea of making regular donations, but find yourself forgetting to, the EFT donation method is a good option.

●If you are on a tight budget, the EFT donation method allows you to maximize your annual donation via smaller monthly gifts.

●You retain absolute control of your EFT account. You can change the monthly donation amount or even terminate your account at any time.

If you would like to set up such an account, please contact us at (231) 924-4050 or see the enclosed response card.

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American Decency Association
Bill Johnson, President and Founder
E-MAIL: bjohnson@americandecency.org
Lisa VanHouten, Executive Assistant
Kimberly Cargill, Administrative Assistant
Chris Johnson, Support Staff
P.O. Box 202
Fremont MI 49412-0202
Phone: 231-924-4050
Fax: 231-924-1966
www.americandecency.org

9/11 Never Forget

By Chris Johnson



Unless you've been living under a rock somewhere, you've heard by now that America's arch enemy of the last decade, Osama Bin Laden was killed by a Joint Special Operations Command team recently.

There has been a lot of discussion on almost every aspect of this news - the team who carried out the attack, which president's policies are responsible for finding Osama, how long it took the president to make the decision regarding the hit, whether or not a woman was used as a human shield, should they show a picture of the corpse? etc.

Those things are certainly worth discussing and reading about, but what there has been surprisingly little said about is why Bin Laden needed killing in the first place.

Osama Bin Laden is responsible for the deaths of 3,000 people, the destruction of 3,000 people's families, and the demolition of the national icon, the World Trade Center.

Yet, Yahoo.com reported a spike of 10,000% in searches regarding Osama Bin Laden after the announcement of his death Sunday night, and one of the top 10 questions asked was, "who is Osama Bin Laden?" 66% percent of the people searching that question were kids 13-17.

Remember the posters and t-shirts and billboards that said, "9/11. Never Forget"?

We forgot.

How is it possible that teenagers growing up in a public education system where they are supposedly taught history don't know the most historically notable fact of the decade if not half a century? Why haven't parents told their kids about that horrible day?

I think we need to step outside of the political dance for a while and remember our promise to the victims of that attack. Think about where you were and what you felt that day. Think about the horror of what those people went through and the heroism of the first responders who risked and, in some cases, lost their lives saving others that morning.

Justice has been done. Let's forget about who gets credit for a while. Never Forget.

Jeremiah Update

by Bill Johnson

Our prayers and efforts to bring Jeremiah on board with us have not come to fruition, dear friend.

I write with some embarrassment and sadness that what appeared to be an amazing story of God's divine intervention and leading has not been what it appeared.

In late November 2010, Jeremiah (23), told me after church that he would like to work with us in our ministry one day. That thought had crossed my mind more than once over the years. As you recall he is a very close friend of our family and my son Chris' best friend throughout the years.

In early December, I wrote a letter stating that I was seeking evidence of God's support by His people. We sought to raise \$100,000 in support by the end of January. That is a significant amount of money in a short period of time. By early April we had raised over \$90,000. One hundred ninety-six people contributed to the "Jeremiah Project."

As you may recall, Jeremiah's full-time job is with a tool and die company where he was doing a fair amount of overtime work. Nonetheless, for a few days he was able to work with us 2-3 hours a day. Then Jeremiah began to work longer hours. He was working between 3:00 pm to 3:00 am. He wasn't getting home until sometimes 4:30 in the morning. That left less time for us. He came in exhausted. I told Jeremiah not to feel badly about it. His main responsibility had to be with his main employer until which time he was ready to leave his company.

A couple of weeks went by. His work load remained full. One day he came in and said he was ready to go full-time with us. He had counted the cost and was invigorated to join us. Remembering myself as a 23 year old I wanted to be certain that his decision wasn't an impulsive one so I said, "Let's make sure." A couple of weeks went by. We sat down to talk again. Jeremiah had now shifted directions. He stated that he felt like a "round peg in a square hole"; that he didn't feel he was a fit after all.

I have written a more complete letter to each person who gave to the "Jeremiah Project." Included in the letter was an invitation to send gifts back to anyone requesting that their "Jeremiah" gift be returned.

We stand amazed at the grace of God and of His people. The notes and calls of appreciation, caring and support is truly amazing. A special thanks to you all. A number of you offered consolation. The following is representative: "My continued support to you and your integrity. His ways are not always 'understood' but are best. ..."

"He will bless 'above and beyond all that you could ask or think' - His ways are best!"

May God bless Jeremiah and you all for your sincere devotion to Him."

Email alert sign up

To sign up for ADA's daily e-mail alerts, please e-mail kimberly@americandecency.org or give us a call at 231-924-4050.