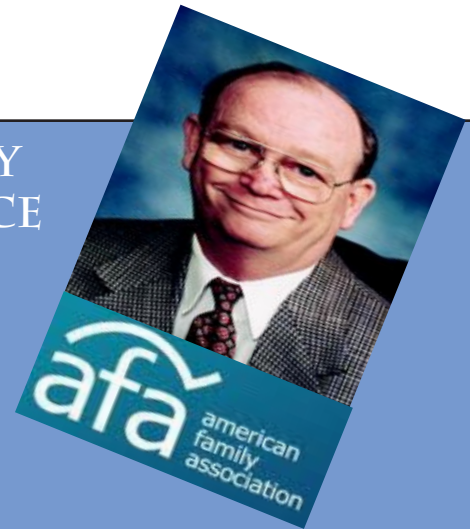


by Bill Johnson

## AMERICAN DECENCY SUMMER CONFERENCE JULY 27, 2012

SPEAKERS:  
DON WILDMON  
CURTIS BOWERS



*The United States is at a crossroads. Over the course of the next nine months, Americans will watch as the future of our country is debated--state by state, county by county, and town by town. In the 2012 presidential election, voters will make a fundamental decision that will have vast implications for future generations and the very survival of the American dream.*

*Right now, our nation is on the wrong path. If nothing is done, our children and grandchildren will experience not liberty and prosperity, but more crushing debt, higher taxes and job-killing regulations. Meanwhile, the values that Americans hold so dear--that form the bedrock of our civil society--are under a dangerous assault.*

*While some primaries and caucuses are behind us and even more still lie ahead, the race for the nomination has never been more exciting with candidates exchanging frontrunner status on an almost weekly basis. [FRC Action, February 16, 2012]*

As most of you receiving this newsletter are kindred spirits of this ministry, I believe you understand the sense of urgency expressed by Family Research Council Action above and other like-minded organizations.

Another example of what is at stake came with the recent presidential announcement that religious organizations will be forced to offer their employees health coverage that includes sterilization, abortion-inducing

drugs, and contraception.

In so ruling, the First Amendment of the U.S. Constitution has been cast aside, denying to people of faith our Nation's first and most fundamental freedom, that of religious liberty.

As Don Wildmon stated: *The heavy hand of government has come down on Catholics. Who is next—Lutherans, Methodists, Baptists? If we are unwilling to join hands, forget our doctrinal differences and fight this matter together, then we will lose our religious freedoms.*

How many times have you heard it expressed by respected voices that this coming election is America's last chance to return our country to a semblance of a country that heeds its Constitutional Principles.

Because of the increasingly concerning political/moral/spiritual landscape we are ratcheting up for a powerful July summer conference/rally.

In recent weeks, we have received word that Curtis Bowers will join Rev. Donald Wildmon (founder of American Family Association) as a speaker at our summer event.

Curtis Bowers is a humble Christian man who felt God tapping him on the shoulder to produce a powerful DVD regarding the "grinding down of America" entitled

**"Agenda."** We have promoted this DVD before and shown it in our auditorium to a hugely receptive crowd!

"Agenda" effectively documents the changes occurring in America and explains what is behind the attack upon America's exceptionalism. If these forces continue to "grind America down," it may not be too long before we no longer recognize our own country.

Mark your calendar today and plan to be here for this important conference featuring two men of God who will come loaded with timely and inspiring messages that will help us "understand the times in order to know what to do" and who will motivate us to take stands within our own sphere of influence.

**Join us Friday, July 27 at 7:00 pm at First Baptist Church, in Fremont, Michigan.**

We are making the "Agenda" DVD available at a very affordable price of \$10.00. To order a copy of *Agenda* see the enclosed response card or call us at 1-888-733-2326.

Very frankly, every time I watch it I find myself weeping at its message of light-shedding truth!

This powerful, truth telling DVD needs to be circulated far and wide. If you haven't gotten a copy of *Agenda* yet, you are missing something very insightful and powerful.



From the desk of Bill Johnson

We can still be that “city on a hill.”  
Help us, Lord!

People at different ages and stages receive our newsletter. We have people in their late teens right up to those in their nineties.

Some receiving our newsletter have seen this society when the sense of well-being was widely apparent. They remember the days when church attendance was the norm, when businesses were closed on Sunday, when almost all churches had Sunday evening services which were quite well attended, when churches still had “family night” on Wednesday night and attendance was so good that there were classes for people of all ages.

They remember a day when crime was rare and where you could leave your car unlocked even in the “big city.”

They remember a day when there was greater civility between the opposing political parties. They remember a day when the media was largely objective rather than politicized and protective of their party of choice - vigorously pushing an agenda.

Then there are those much younger who have been raised in a day of spiritual/moral declension with so much tastelessness, immorality, and secularism aimed at them via entertainment, advertisements, education, peer groups, and media of all forms.

It seems that the Lord wants to keep my wife Jan and I in the middle of all of this struggle for the hearts and minds of the young, as we are shoring up our youngest daughter with her two young children aged 3 and 6. What a battle it is to be a single parent. I see it all too clearly. I suppose it can be done but I don’t know how without the help of the Lord and loved ones in some shape or form which in all likelihood includes grandparents.

Children need consistent, moment by moment love, nurturing, discipline, teaching, spiritual instruction and guidance. They require patience, resolve, selflessness, a listening ear, love and more love.

Is there anything more precious than our children and our children’s children? They are so innocent, needy, demanding and vulnerable.

An oft quoted book in recent days is a book entitled “Coming Undone” by Dr. Charles Murray. In this new release, he describes the breakdown of the family in America. Broken homes, unemployment, divorce, godless influences, little outside or family support.

My fear and concern years ago while still a teacher in the public schools was that the incessant pounding of the daily television programming was taking a toll upon our children and families. That pounding that I began to see in the early 1970s and later 1980s is child’s play compared to the bombardment today.

I have never been sorry that Jan and I made the decision in the earliest days of marriage to only have a little black and white television which we brought out only for special events.

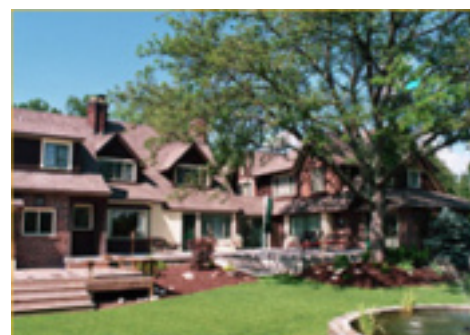
May God help us, whether we are young or old, to recognize that the times are only going to get tougher in our dear land. Our faith and our nation’s founding principles, the Bible and the U.S. Constitution, have been so under attack for such a long time by the media, our educational institutions, and even some denominations, that we have been and will continue to be embattled. *“In the world, ye shall have tribulation: but be of good cheer; I have overcome the world.”* [John 16:33b]

Still, those of us who have eyes to see the battle around us have work to do - we have a calling to serve. We have a great, great cause and that cause is Christ. Let us let our lights shine before men that they may see our good works and glorify our Father which is in Heaven!

## Conference accommodations



**The Shack** is a very popular location for family vacations, conferences, and 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**, a charming bed and breakfast, boasts a large terrace and deck overlooking a beautiful garden and fountain. The seven 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 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.

# One Person Can Still Make a Difference

by Bill Johnson



The Sports Illustrated Swimsuit issue hit newsstands and magazine racks on Valentine's Day giving millions of men and boys easy access to pornography in the mainstream family marketplace. For Sports Illustrated Swimsuit is not about swimsuits or famous models. And it certainly isn't about sports – not even women's sports. It doesn't even contain articles!

This SI swimsuit magazine has one purpose, and one purpose only – the erotic display of young women for the pleasure of men. Otherwise known as - pornography.

This year's cover photo is of a 19 year old girl – barely out of high school – posing topless in several photos within the magazine.

Should this magazine be opposed? Can it be?

## One person can still make a difference.

One person was able to encourage their local Wal-Mart to stop carrying the SI Swimsuit Calendar and recently not to carry the SI Swimsuit magazine.

I personally spoke out at a local gas station and handed them a letter I wrote that stated in part: *I am one that frequents .... I will completely avoid doing business with ... if you continue selling pornography – because that is what the SI Swimsuit Edition is.*

*Years ago in this community we urged a downtown store to get rid of 35 various pornographic magazines which they had sold for many years. Over 600 people joined with us in boycotting this store.*

*I'm writing today on behalf of families and individuals who don't want to be assaulted*

*by lewd images such as the Sports Illustrated Swimsuit magazine available in your store – right at the eye level of children.*

*There are numbers of people that shop in this community who want their shopping environment to be friendly to the eyes for themselves and their families. And so I urge you to exercise greater care in the merchandise you stock and the material you display.*

*It is a slippery slope. We urge you to discontinue the sale of Sports Illustrated Swimsuit Edition at your very earliest convenience.*

*If you would like to discuss this further with me, please call me at ...*

## By the way, the store did pull the magazine!

For a number of years now we have encouraged you to contact the advertisers of this magazine - and we are seeing some major American companies shy away from advertising in it!

Twenty-three corporations who advertised in SI Swimsuit last year, and had also advertised in previous years, did not advertise in the 2012 SI Swimsuit issue!

In years past we would often see the same companies advertising year after year after year – companies such as Bridgestone Tires, Harley Davidson, Wolverine Boots, Nissan, etc. However, as we – and you – have been contacting SI advertisers, we are now seeing these mainline corporations and others stay away from associating their name with this magazine.

However, there are numbers of advertisers that need to hear from you! Often these corporations follow the pattern of SI and create offensive, sexualized ads to go along with the theme of the magazine, incorporating bikini-clad models and eroticism into their ads. In some cases there is little difference between the erotic advertisements and the SI photo displays.

Several of the worst culprits include

Toyota, SoBe water (a Pepsi product), and DirecTV. The Toyota ad shows a seemingly nude woman covered in mud posing on a Toyota truck; the three SoBe ads feature nude models “wearing” only body paint in lieu of swimsuits; and the eight DirecTV ads all feature topless and bikini clad women posed erotically. [See page 8 for advertiser contact information.]

With the bombardment of sexual imagery all around us, far too many people – even Christians – have come to accept the SI Swimsuit issue and are desensitized to its destructive impact. However, what should be our reaction?


That this collection of pornographic images is produced in the guise of a ‘legitimate’ sports magazine should outrage us. The fact that this too-easily accessible magazine has the potential of starting many young boys down the path to a life-destroying addiction to pornography should anger each of us. These reasons and many others should drive us to speak to store managers at stores that carry this magazine. And the fact that mainline companies choose to support this with their advertising dollars should cause us to exercise our calling to be “salt and light”.

We urge you to contact the corporations who align their name with pornography and we urge you to graciously express your concern to the management of stores selling the Sports Illustrated Swimsuit magazine.

## One person can still make a difference!

Please contact advertisers on page 8.

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



## A two-piece travesty at Panama City Beach

by Chris Johnson



One of the struggles every city and town faces is putting themselves on the map. If a community cannot attract new citizens and new companies to employ those citizens, the community will eventually die out.

Cities have many different methods of attracting people - trying to build a good reputation, good schools, tax breaks to attract new businesses, keeping crime low, etc.

If you live in Panama City Beach, Florida, however, your city is relying on less conventional methods. To attract tourists and boost its local economy, the Bay County Tourist Development Council has decided to take the low road. Their idea of development is to try to beat the world record for the longest bikini parade. According to FoxNews.com, “they need at least 358 girls in bikinis to break Australia’s Gold Coast record.”

“This is one small element of how we make Panama City Beach great on a year round basis,” said Dan Rowe executive director of the Bay County Tourist Development Council.

I don’t know about you, but a bikini parade would not draw me or my family to choose Panama City Beach as a vacation destination – in fact it’s a reason not to go there!

I can see it on the signs now: ‘Welcome to Panama City Beach where we encourage women to get together in bikinis so men can leer at them.’

I mean, let’s be honest, this is not a platonic event. If it was just about tourism, you might go for a “Largest Non-Gender Specific Swim Wear Parade” record, but a bikini parade has only one goal in mind (besides tourism, of course): sticking beautiful women in skimpy clothing and having them strut in front of a male audience.

Sounds like a winning strategy for community development.

The rules for participating speak volumes as to the true purpose of this event: [“bikinis of all colors and designs are welcome, but tankinis, one-piece suits, shorts or cover-ups will not make the count.”](#)

That is a prime example of life in what Lisa Fabrizio calls the “Sex-Maniac Nation” in her article on “The American Spectator (Spectator.org).” In this article, Fabrizio recognizes that, *“without doubt or question, sex rules our airwaves, satellites, and all the forms of human communication that compose our leisure time.”*

Her piece also mentions the recent contraception coverage debate which forces Catholic hospitals and other organizations to pay for contraception as a part of their insurance packages (the Catholic Church is morally opposed to all forms of contraception).

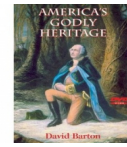
*“Yes, sex has overtaken the common sense of otherwise sober Americans and now even intrudes itself into our government, via the despotic mandates of legislation that was unwanted by the majority of its citizens and blatantly unconstitutional. One wonders what our Founding Fathers would have thought if confronted with the fact that in 21st century America, sexual license would be included in the list of freedoms and inalienable rights to be protected and even funded by our government.”*

Further than that, “sexual license” has so dominated American culture that it now trumps the inalienable right of religious liberty. Nothing comes between a person and their sexual desires, even at the expense of someone else’s religious beliefs.

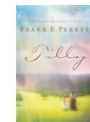
America has made her priorities clear, and that should make the church’s priorities clear too. [America could use a little salt.](#)

Susan Estler  
Panama City Beach CVB  
850-233-5070  
[sestler@visitpanamacitybeach.com](mailto:sestler@visitpanamacitybeach.com)

## Resources



**America’s Godly Heritage** is an excellent primer for those who want to know more about what was intended for America by the Founders and what can be done to return America to its original guiding philosophy.  
**DVD - \$15.00 & Booklet - \$6.00**



**Tilly** - One of the most powerful pro-life movies. A film version of Frank Peretti’s acclaimed fictional book and audio drama, “Tilly” tenderly and compassionately explores the issue of life with a message of love and forgiveness. “Tilly” has gently touched hearts and changed lives and is a must see for those on both sides of the pro-life debate!  
**DVD - \$16.00**



**Every Young Man’s Battle** - In this world you’re surrounded by sexual images that open the door to temptation. They’re everywhere – on TV, billboards, magazines, music, the internet – and so easy to access that it sometimes feels impossible to escape their clutches. Yet God expects his children to be sexually pure. So how can you survive the relentless battle against temptation? Here’s powerful ammunition.  
**DVD - \$20.00**



**One Nation Under God** features a power-packed lineup of top American thinkers and political leaders, such as David Barton and Dr. James Dobson, who present the truth about God and America. It’s time to reclaim our Biblical heritage and bring God back to the center of American life.  
**DVD - \$3.00**

For additional resources, please check out our store at <https://secure4.afe.net/ada/store2/> or call us at 888-733-2326.

# The Best Friend to American Liberty

by Chris Johnson



It has been said that America rests on a three legged stool and the three legs are faith, family, and freedom. If you break one of those legs, the country falls. Today's political landscape and data such as that mentioned in this article makes it pretty easy to see that termites are feasting on all three of those legs.

Ministries like ours have said for a long time that strong families are the building blocks of a strong America. On the sign in front of our building, we have posted a quote by George Washington. "Religion and morality are the essential pillars of civil society." Alexis de Tocqueville, the French philosopher who toured the United States and published a book entitled, "Democracy in America," clarifies what religion it was that governed the citizens of young America.

*"In the United States the influence of religion is not confined to the manners, but it extends to the intelligence of the people... Christianity, therefore reigns without obstacle, by universal consent; the consequence is, as I have before observed, that every principle of the moral world is fixed and determinate."*

That's pretty much the opposite of where we are today. Political scientist Dr. Charles Murray says that America is coming apart at the seams of class. We have heard a lot about class warfare lately, most notably in the dialogue produced by the "Occupy movement" which seeks to pit the 99% against the 1%, but the inequality of the "classes" is not the issue that Murray points to. Murray's concern is that what were once known as "American virtues" no longer define a large percentage of Americans.

*"When the founders created the country they said very openly and explicitly, 'this isn't going to work unless you have people who have certain kinds of virtues.' And [these] were the virtues that they all zeroed in on. You cannot have a free society under the Constitution they created without marriage.*

*You can't have it without religiosity in the people. You can't have it without industriousness and you can't have it without a high level of honesty. So what I'm saying is we are getting a larger and larger proportion of the population that no longer has the founding virtues that are necessary in order to be self governing in the most fundamental sense of that word."*

Murray goes on to explain: "When Americans used to brag about 'the American way of life'—a phrase still in common use in 1960—they were talking about a civic culture that swept an extremely large proportion of Americans of all classes into its embrace. It was a culture encompassing shared experiences of daily life and shared assumptions about central American values involving marriage, honesty, hard work and religiosity.

*Over the past 50 years, that common civic culture has unraveled. We have developed a new upper class with advanced educations, often obtained at elite schools, sharing tastes and preferences that set them apart from mainstream America. At the same time, we have developed a new lower class, characterized not by poverty but by withdrawal from America's core cultural institutions."*

Murray uses single motherhood as an example. "The data also indicate, though, that the norm of single birth is now pushing into the twenties and thirties which says to me this is no longer a teenage girl who is in the back seat of a car and made a mistake. We're talking about mature women who say, 'well, this is the way that you form families. You have a baby and you don't have a guy to go along with it.'"

The Heritage Foundation's Robert Rector and Rachel Sheffield also noticed the trend of two developing cultures based on income levels. These researchers, however, tie the breakdown of lower income families to their lower economic position.

*"This difference in marriage and childbearing patterns between low-income young adults and their educated peers has led to a society that is steadily splitting into a*

*two-caste system – with marriage and education as the dividing line. In the higher-income third of the population, children are raised by college-educated, married parents; in the lower-income third, children are raised by single parents with no more than a high school education.*

*Indeed, marriage decreases poverty at all education levels. The effectiveness of marriage in preventing poverty is the equivalent of adding five to six years to a parent's education, the data indicate. Beyond the economic effects, of course, marriage has a wide variety of other benefits for adults and children."*

Rector and Sheffield provide a startling statistic to show exactly the importance of marriage to the economy: "Today, over 40 percent of U.S. births – four in 10 – occur outside marriage. In 1960, it was below one in 10. The trend isn't limited to just a few states, either... Couple this trend with the finding that children born outside marriage are roughly five times as likely to be poor as those born to married parents, and we have a recipe for economic disaster."

Not only has American culture diverged into different cultures for different classes, but the lifestyle increasingly taking hold in working class households is a downward spiral into both immorality and poverty. So how do we get back?

Rector says, "A good place to start: simply telling boys and girls that it's important to wait to have a baby until after marriage." That is true, but telling people to stop having babies before you're married or the country is going to fall apart is not enough.

It's tempting to come to the conclusion that Rector's article does, "the promise of the American Dream depends on strong marriage," but we as Christians know better. The promise of the American Dream rests on God, and, as always, it is the church's responsibility to show people that to live a satisfying life they need to live for God. As a consequence of Godly lives, they will have strong families, and as a result of strong families, we will have a strong America.

# JC Penney and NBC Bring Filth to the Family Hour

by Lisa Van Houten



The raunchy new sitcom, “*Are You There, Chelsea*” continues to air during the family hour on NBC. As one who is very familiar with what Hollywood regularly fills the airwaves with in the name of “entertainment” these days, “*Are You There, Chelsea*” is jaw-dropping shocking in the extreme levels of crudity that fills the show from beginning to end.

Each of the episodes that have aired had the same two themes – sex and alcohol. And from beginning to end the show is absolutely filled with the raunchiest dialogue and sexual innuendo I have ever heard on network television. It is hard to make you aware of how extremely vulgar and sexualized this show is because most of the dialogue is just far too explicit to give examples of.

It’s not often I agree with secular television critics who typically label as “sophisticated” what I would call sordid. However, here is just a sampling of the dozens of negative reviews written regarding “*Are You There, Chelsea?*”

New York Post – “... *As a sitcom, it’s grim. I mean, how funny is it to watch an alcoholic, going-nowhere pub waitress get drunk daily and have sex with anyone who’ll have her?*”

... *While NBC seems to think this is all edgy, hipster and modern, in reality, it’s just a parody of every sad, drunken, desperate woman you’ve ever met ...*”

Boston Herald - “... ‘*Are You There, Chelsea?*’ creates euphemisms for sex and lady parts unheard of in this territory — much less the time slot — and completely unprintable in this newspaper.

Hollywood Reporter – “...*Chelsea tells the story of a woman who works as a waitress at a sports bar and says stuff like, “I’m so excited to show him my boobs,” talks about “boners” and excessive drinking ... The show is so wrapped up in moving the needle of apparently outrageous behavior that it never does anything but repeat itself.*”

Pittsburgh Post-Gazette – “... *8:30 p.m. seems way too early for explicit sex jokes ...*”

USA Today – “... *Almost every joke that’s not about Chelsea’s desire to drink is about her desire to have sex ... It’s enough to make CBS’ Monday lineup look classy by comparison.*”

TV Guide – “... *The smarmy and incessant innuendo is more deafening than the laugh track ...*”

In addition to the “smarmy” content, several episodes of “*Are You There, Chelsea*” have mocked Christ and Christianity – from the prudish portrayal of Chelsea’s judgmental Christian sister to Chelsea praying to vodka as “her lord” and the ridiculing of abstinence and other Christian values in between.

In a recent episode, entitled “The Gynecologist,” Chelsea asks her Christian sister for a referral to her gynecologist. When the sister at first refuses, not wanting to be associated with her sister’s rampant illicit sex life, Chelsea mockingly tells her:

**“What would Jesus do? I think He would give me His gynecologist’s number.”**

Her sister angrily answers:

**“It’s going to be hard to write down a number with His hands nailed to a cross for your sins.”**

Each of these insulting taunts are set to a riotous laugh track - profaning Christ and His sacrifice for sin and using His atonement as a perverted joke.

And this was just the opening scene in the first two minutes of the show.

The rest of the half hour was filled with vulgar sex talk and euphemisms regarding everything from male and female genitalia, to graphic homosexual sex acts, to bestiality, to porn use, to lesbian group sex, to masturbation, and on and on.

Literally each of these ‘topics’ and more were scenarios and/or crudely referenced within this half hour 8:30 PM show.

If we don’t oppose such filth, it will be accepted and this will become the norm on public airwaves! Let the advertisers of the raunchy “*Are You There, Chelsea?*” know that you will not support companies that empower such degrading shows.

At this writing, JC Penney has sponsored the last five episodes of this show. JC Penney – a corporation dependent upon family shoppers – now seems bent on offending and undermining the values of those families.

**JCPenney**

JC Penney Corporation, Inc.

6501 Legacy Drive  
Plano, TX 75024-3698  
972-431-1000

Ronald Johnson - CEO

email: [jpcorpcomm@jcpenny.com](mailto:jpcorpcomm@jcpenny.com)

**OLAY**

Procter & Gamble - Olay

1 Procter & Gamble Plaza  
Cincinnati OH 45202  
513-983-1100

Robert McDonald

Chairman, President & CEO  
email: [McDonald.ra@pg.com](mailto:McDonald.ra@pg.com)

**Campbell's**

Campbell Soup Company

Campbell Place  
Camden, NJ 08103-1799  
856-342-4800

Denis Morrison - President & CEO  
[juli\\_mandel\\_sloves@campbellsoup.com](mailto:juli_mandel_sloves@campbellsoup.com)

# Super Bowl Ad Offense

by Lisa Van Houten



Another Super Bowl has come and gone and along with it the momentary buzz about the yearly Super Bowl ads. For the most part, advertisers steered away from the blatant, sexualized ads of previous years. In the past, commercials such as the Miller Beer sleazy “cat-fight” ad featuring mud-wrestling, bikini clad women and Pizza Hut’s erotic display of Jessica Simpson were becoming the typical degrading device to capture attention.

While this year’s line-up of commercials was certainly not devoid of crudeness and lewdness, the majority of the 2012 Super Bowl ads were not overtly erotic. Perhaps advertisers are finally learning that women watch the Super Bowl, too!

Tim Calkins, a professor of marketing at Northwestern University agrees. “Advertisers this year are playing it very safe. They’re running spots that are clearly designed to appeal to a broad audience and not to offend.”

Of course there were several exceptions – most notably GoDaddy.com’s lame ads featuring race car driver Danica Patrick and fitness guru Jillian Michaels. The basic theme of GoDaddy’s demeaning ads changes very little from year to year. Each SuperBowl the company trots out a similar ad consisting of buxom women tearing off their blouses to reveal cleavage pouring out of a GoDaddy emblazoned tank top and urging viewers to go to their website to see more. With no attempt at creativity, GoDaddy goes for the gutter and takes viewers with it.

While many news sites rated the Super Bowl ads on appeal, below we have our own ratings of the five worst offenders airing sexualized ads during the Super Bowl.

1. The above-mentioned **Go-Daddy** aired two offensive ads during the Super Bowl. The first featured Danica Patrick and Jillian Michaels painting the GoDaddy logo on the body of a naked woman. The second GoDaddy ad featured dozens of nearly nude women erotically parading around a man. Reminiscent of the Islamic teaching of 72 virgins waiting in heaven for martyrs, the lusty guy in the GoDaddy ad asks: “Is this heaven?” One of the models disrobes – blurred out by light – saying: “No, this is.”

2. **Teleflora** features a Victoria’s Secret model in an ad that is hardly distinguishable from Victoria’s Secret. As the camera seductively pans up the models body as she dresses in suggestive lingerie and clothing, she tells the male viewers – “Give and you shall receive,” - while Teleflora displays the slogan “Happy Valentine’s Night.” Not only is Teleflora implying that if men would only send their girlfriends and wives flowers for Valentine’s Day, women will “put out” for them that night ( i.e. that women will trade sex for flowers). However, what is by far worse is that in the ad Teleflora is degrading God’s Holy Word, twisting it into a crude, sexual innuendo.

3. **Kia** also uses the same Victoria Secret model in an ad where a married man dreams of a very explicit image of this cleavage-baring woman, as well as an entire group of bikini-clad women cheering him on as he races his Kia car around a track.

4. The car company **Fiat** also used graphic sexual imagery to try to sell cars – showing a woman being leered at by a man. She then seductively teases the man, including putting whipped cream down her cleavage. The ad switches to the car as he is leaning in to lick the whipped cream. The ads tagline is “You’ll never forget the first time you see one. Greg Dinoto, chief creative officer of advertising agency Deutsch in New York said about the ad: “...some decisions are made with the head and the Italian car decision resides in the groin, ...”

5. **Toyota** is the third car company which fell back on the tired theme of using skin and sex. Toyota advertised

their “reinvented” Camry showing a man opening his apartment door to find a “reinvented” couch - made up of women wearing bikinis squatting and kneeling in a line to form a “couch.” The ad switches to the same man now seeing bare-chested men in boxers in the same position, as the ad states: “It also comes in male.” Is this to imply homosexual overtones?

In addition to the raunchy ads, NBC and the NFL dropped the ball televising a profane, crude display during the half time show. The NFL promised the halftime show would be “appropriate” yet they contracted with the performer M.I.A. – known for incorporating profanity and the shock-factor in performances. M.I.A. then proceeded to flip her middle finger while voicing a profanity as the camera focused on her during her performance. NBC was asleep at the switch and failed to use the delay button to prevent that offensive scene from being broadcast to millions of American families.

The Super Bowl is a family event – families which should not be subjected to unwanted sexualized images and themes as they watch it together – either by way of a halftime show or the overly hyped advertisements.

Numbers of advertisers seem to have gotten that message and relied on actual creativity instead of stooping to crude, degrading sexual imagery to promote their products. However, the five listed above are slow in getting the message.

**See page 8 for contact information to express your concern to these corporations.**

***“And have no fellowship with the unfruitful works of darkness, but rather expose them.”  
Ephesians 5:11***

## Keeping Her Secrets Covered

by Lisa Van Houten

### VICTORIA'S SECRET

A former Victoria's Secret model stated after reading the Bible more and more she became convicted about the lifestyle associated with being a model for Victoria's Secret and left her employment with Victoria's Secret.

How refreshing to see a young woman turn her back upon the siren's song of fame and take such a stand! The Fox News article below offers several of her compelling statements.

*Kylie Bisutti hit the big time at the tender age of 19 when she beat out 10,000 bikini beauties to win the 2009 Victoria's Secret Model Search. So why was Bisutti nowhere to be seen during last year's Victoria's Secret runway extravaganza?*

*"Victoria's Secret was my absolutely biggest goal in life, and it was all I ever wanted career-wise. ... But the more I was modeling lingerie, and lingerie isn't clothing, I just started becoming more uncomfortable with it because of my faith," Bisutti told FOX411's Pop Tarts column. "I'm Christian, and reading the Bible more, I was becoming more convicted about it."*

*The California native, now 21, said that in the wake of baring her body as an Angel [for Victoria's Secret], she was also hosting parties, posing for men's magazines, and craving more and more attention.*

*But she was not feeling good about herself.*

*"My body should only be for my husband and it's just a sacred thing," said Bisutti, who had gotten married just before winning the 2009 modeling competition. "I didn't really want to be that kind of role model for younger girls because I had a lot of younger Christian girls that were looking up to me and then thinking that it was okay for them to walk around and show their bodies in lingerie to guys.*

*"It was pretty crazy because I finally achieved my biggest dream, the dream that I always wanted, but when I finally got it, it wasn't all that I thought it would be. Especially being married I just wanted to keep my marriage sacred because divorce rates now in America are pretty high, and I just want to do everything I can to keep my marriage special."...*

*"It is a very hard industry to be in without falling into things you don't want to do," she said. "I've fallen into many things that I wouldn't have wanted to do, it's a very tempting industry."*

*"My goal is just to be a better role model for the youth, I just want them to see me as somebody that they can look up to and somebody that's going to be dressing appropriately and I'm not going to get into things that I wouldn't want them to be getting into," she added. "I want to go over the top because I don't think enough people go over the top about how serious all this is. I just want people to see something different about me because I have that faith and I think it's so important for everyone to have." www.foxnews.com*

## Sports Illustrated Swimsuit Edition Advertisers

### Toyota Motor Sales, USA Inc.

Yoshimi Inaba - Chairman and CEO  
19001 S Western Avenue  
Torrance, CA 90509-2991  
Phone: 310-468-4000  
email: Yoshimi\_Inaba@toyota.com

### PepsiCo, Inc. - SoBe Water

Indra K. Nooyi - Chairman and CEO  
700 Anderson Hill Road  
Purchase, NY 10577-1444  
Phone: 914-253-2000  
email: BoardofDirectors@Pepsi.com

### DirecTV

Michael White - President, & CEO  
2230 E. Imperial Hwy.  
El Segundo, CA 90245  
Phone: 310-964-5000  
email: jtgieselman@directv.com

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Go Daddy Software, Inc.  
Robert R. Parsons - President  
14455 N. Hayden Rd., Ste. 219  
Scottsdale, AZ 85260  
Phone: 480-505-8800  
email: press@godaddy.com



**Teleflora**

Roll Global LLC - Teleflora  
Stewart Resnick - CEO  
11444 W. Olympic Blvd., 4th Fl.  
Los Angeles, CA 90064  
Phone: 800-835-3356  
email: mmiller@teleflora.com



Kia Motors America, Inc.

Byung Mo Ahn - President & CEO  
111 Peters Canyon Rd.  
Irvine, CA 92606  
Phone: 949-468-4800  
email: MoAhn@kiausa.com



Chrysler Group LLC - Fiat

Sergio Marchionne - CEO & Director  
PO Box 21-8004  
Auburn Hills, MI 48321-8004  
Phone: 248-576-5741  
email: Sergio.Marchionne@chrysler.com



Toyota Motor Sales, USA Inc.

Yoshimi Inaba - Chairman and CEO  
19001 S Western Avenue  
Torrance, CA 90509-2991  
Phone: 310-468-4000  
email: Yoshimi\_Inaba@toyota.com