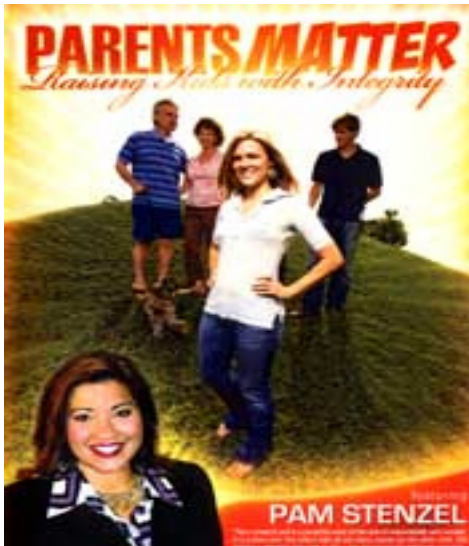


Celebrate God's faithfulness.

See details and reserve your place at the table - July 30



Some of you receiving this newsletter live in the Detroit area, others in Grand Rapids or Ann Arbor, and many of you live outside of ADA's home state of Michigan.

Now, Fremont, Michigan isn't Washington DC. We aren't Focus on the Family or Family Research Council, and I'm not Dr. James Dobson, Donald Wildmon or Tony Perkins!

American Decency Association is smaller than these wonderful ministries, however, we don't exist by chance. We are a ministry that God raised up in the mid-1980s and to whom He has continued to give breath, life, and His power to stand in these days of increasing evil. He has poured out His Spirit upon us and given us godly supporters who stand with us through thick and thin empowering us by gift, prayer, and activism.

God has seen fit to give us 25 years! To mark His faithfulness, we are taking this opportunity to host what we hope will be a memorable evening of inspiration, remembrance, challenge, fellowship and encouragement! This anniversary event will also feature a speaker who fights passionately

for the lives of children day in and day out! I speak of Pam Stenzel.

God has uniquely prepared Pam to speak into the hearts and lives of youth worldwide. We learn from Pam's testimony that she was conceived in rape. What Satan meant for evil, God intervened for good. Pam's birth mother gave Pam up to adoption. She grew up in the Grand Rapids, Michigan area, went on to Moody Bible Institute and Liberty University. She served and directed a Crisis Pregnancy Center for nine years.

She has seen it all - all the consequences of illicit sex: premarital sex, promiscuity, etc. Pam is now on the road from coast to coast and internationally, speaking to upwards of 500,000 youth a year - taking her message of warning and love wherever the door opens - from the largest cities in the world to the smallest. She captures the attention of all as her message is spoken with relevance, passion, knowledge and truth!

Please join us on July 30 to hear Pam's compelling message in person and to celebrate God's faithfulness to ADA!

Pam Stenzel speaking to youth:

As much as we would like to, we can't put you in a box until you are 24. All we can do is love you and tell the truth, and hope you make the right choices.

My goal today is that none of you here will ever again be able to say to a physician, pregnancy counselor, future husband or wife, "Nobody told me." What you choose to do after today is up to you.

God created sex. It's awesome. It's not a terrible thing we can't talk about in a Christian school. God created sex.

But God created sex with boundaries. It's awesome when it is within boundaries. But when it happens outside of boundaries, it's horribly, horribly destructive.

Dinner details:

When: Friday, July 30, 2010

Time: 6:00 pm - 9:00 pm

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

(Fremont is one hour north of Grand Rapids and three hours northwest of Detroit, MI)

Occasion: American Decency Association's 25th anniversary dinner

Ticket price: \$15.00 per person

We encourage you to make your reservation soon!

Contact ADA to make your reservation at:

ADA

P.O. Box 202

Fremont, MI 49412

Phone: 888-733-2326

Fax: 231-924-1966

Email:

kimberly@americandecency.org

Overnight lodging is available at several convenient, welcoming and relaxing facilities in our community. We will be hosting a ministry briefing for those staying over on Saturday morning at our headquarters on July 31 from 9:00 am - 12:00 pm.

See page 2 for lodging information!



**From the desk of
Bill Johnson,
president**

*“... celebrate God’s faithfulness.
You are part of His faithfulness.”*

Almost without exception, each day when I wake up I am excited about living! Jan and I get up early - often very early. We start with time in the Bible and the reading of several devotionals including C.H. Spurgeon (*Morning by Morning and Evening by Evening*); J.C. Ryle (*Readings from the Gospel*); Oswald Chambers (*My Utmost for His Highest*); F.B. Meyer. I have a prayer notebook to which I often refer, keeping before me the needs of loved ones, friends, family, prayer requests and ministry needs.

I conclude before going to work with a morning jog with Ranger, my German Shepherd. We run together six days a week.

God has used this morning time of devotion and preparation in a powerful way in my life as I call out to God to help renew me and give me strength and vision in His name.

As my deceased friend Bud Somers said in a prayer meeting once, “I don’t see how anybody can call himself a Christian and not recognize that we are in spiritual warfare - from the very rising up in the morning to the end of the day when finally we fall asleep.” Bud, who walked closely with the Lord and knew the Bible so thoroughly, even in his 90s would say “I deal with sin every day. Oh wretched man that I am. I need the Lord!”

Shocking statement for those of us younger. We sometimes think that as we get to that stage of life that we will have overcome the grip of sin. As Christians, we will not overcome this side of Heaven, but only on that day when we go to be with Him in Glory.

Until then we are to fight on. And fight on we must! Not taking anything for granted.

Life is filled with surprises for the Christian both good and bad - obstacles and heartaches, victories and joys. And even if things are going well for you personally, you are not an island nor are you meant to be. It may be a friend or family member that is afflicted. As Christians, we are called into action: to take a meal, open up our home, loan a vehicle, provide for others as we are able, pray, mentor, love them - sometimes in spite of sinful choices they may have made.

And though we don’t like difficulties, it is through the trials of life that God builds us into men and women of God, able to stand for Him with increasing measures of His fruit: love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, self-control.

As my heart was bleeding years ago over heartbreak and difficulty, God brought me the following verse from I Peter 1:7-9.

“That the trial of your faith, being much more precious than of gold that perisheth, though it be tried with fire, might be found unto praise and honour and glory at the appearing of Jesus Christ: Whom having not seen, ye love; in whom, though now ye see him not, yet believing, ye rejoice with joy unspeakable and full of glory: Receiving the end of your faith, even the salvation of your souls.”

God is still finding ways to use this sinner saved by grace, and I’m only 63. And by His grace, I hope to become increasingly useful for a number of years yet.

An 89 year old friend, whom I love and regard, said to me the other day, “there isn’t much I can do, but I want to do what I can.” She does far more than she realizes. Her bulwark faith and caring always is an encouragement to me.

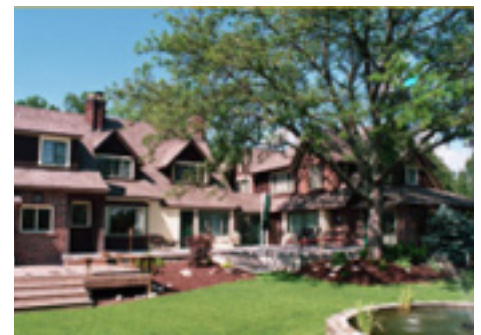
I hope I will be able to realize (if God sees fit to give me 89 years) that perhaps my mere presence - as with my dear friend’s - can radiate Christ and strengthen others just by being there. It is amazing how God shows Himself.

As we come together on Friday, July 30 to celebrate God’s faithfulness, you are part of God’s faithfulness. Your mere presence ministers and tells us we are important to you as you are to us.

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 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: 231-924-7005. 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.

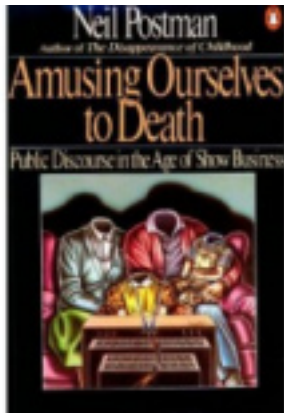


The Harrington Inn is another very nice overnight option just minutes west of ADA headquarters and our dinner location.

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.

Packaging: More important than content?

by Chris and Bill Johnson



In his book *Amusing Ourselves to Death*, Neil Postman describes the Lincoln/Douglas debates which began with Douglas' initial statement. His three hour initial statement. Lincoln then suggested everyone go home for supper and return that evening for the remaining four hours of the debate. The audience agreed to this suggestion.

In today's America, the very few who would stay for the three hour statement out of politeness would never subject themselves to a second and longer half of the debate (which, in this case, was not even part of a political race). In 1854, however, the audience did return. This kind of debate was an inherent part not only of their political education, but of their social lives.

Postman wrote his book to highlight the cultural consequences of American culture's media switching from the written word to television images.

Among other things, he notes that television is inadequate to the task of the education of children. According to Postman, the only thing that television can teach is how to watch television, which is a lesson that every American child has mastered by the age of three.

In a speech on the same subject, author Frank Peretti mentions that by the time those kids turn 18, they will have watched 22,000 hours of television. According to Postman, this is twice the time spent in the classroom (*Amusing Ourselves to Death* was published in 1985).

What else has television done for us? Back to the realm of politics, both Peretti and Postman point out the roll of TV in elections over the past several decades. As Ronald Reagan noted, "Politics is just like show business." Frank Peretti in his speech brings attention to the widely held belief that Nixon would have won his debate with John Kennedy had he shaved and used makeup. "What I tried to explain to Dick," Nixon's television consultant recounted, "he has a certain characteristic of his skin where it's almost transparent. And it was a very nice thought to say 'I don't want any makeup', but he really needed it in order to have what we would call even an acceptable television picture."

In his book *Presidential Debates: Fifty Years of High Risk TV*, Alan Schroeder says this: "Though the substance of their remarks would account for most of the ink in the next day's papers, it was the debaters' personal characteristics that resonated most strongly with the viewers."

"Within hours", wrote David Halberstam, "no one could recall anything what was said, only what they looked liked, what they felt like."

More recent in memory is the campaign of Barack Obama, during which more consternation was cast by the media over his "old man jeans" than his ideology.

As Peretti describes it, "the packaging has become more important the content."

Both Peretti and Postman assert that the age of sound bytes and television commercials have ushered out the age of comprehensive reading and cognitive listening. When a culture cares more about the qualities of a presidential candidate's skin or what kind of jeans he wears than it does about the vision he has for the nation he wants to lead, there is a problem.

It is of great concern that so many have become acclimated to learning by entertainment, television, and the visual rather than by words, by text, by the developing of thought and rational conclusions.



As we become a culture that reaches conclusions regarding issues, political candidates and weighty decisions on the basis of feelings, impressions, outward appearances and sound bytes, we are in serious trouble.

We fear that we are already at such a point in our country where very few form their opinions on the basis of sound reasoning, truth, facts, character, Biblical principles, godly discernment.

Having young grandchildren (aged two and four) in our home I see afresh how easy it would be to just turn them over to a DVD, to a computer when I just need some alone time, some peace and quiet.

Action points

- (1) Begin reading to your children (grandchildren) at an early age. Begin building into them solid listening skills.
- (2) Incorporate into young lives the ability to sit and be attentive, to comprehend what is being read to them.
- (3) Do devotions with them at night. Read Bible stories to them. Teach them Christian songs. Sing them together.
- (4) Significantly limit video time.

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“The Blind Side” a wonderful message, however, what about the

By Bill Johnson

“I have had a heavy dose of godlessness and pornography in my early twenties. By His grace, God led me to Himself and to the “pursuit of holiness without which no man shall see the Lord.” I want the covering of righteousness for our little children.

Recently, I got together with family and friends to watch the movie *The Blind Side*.

It was a compelling and heartwarming story, however, I am compelled to offer a criticism – a criticism that I have not heard others make. And, it isn’t as if I am looking for a fight or desiring to be critical. I’m not! It would be easiest to just avoid this controversy.

When I see a movie of highest quality, I am pleased to comment accordingly as with “Fireproof.”

And while *The Blind Side* has much that is commendable, my criticism is this: The portrayal of Sandra Bullock’s character as the well-to-do mother (Leigh Anne Tuohy) is unnecessarily hyper-sexualized.

Sandra Bullock is a beautiful woman. However, *The Blind Side* is a family movie. It was not necessary to show her with extensive cleavage, skin-tight clothing, ad nauseum. There were many scenes accentuating her body.

Did this contribute to the story line in any way? Absolutely not. Did it send the message to untold numbers of vulnerable girls and women of all ages that showing your body makes you dynamic? I think it does. This is very unfortunate.

Baring cleavage, advertently or not, sends the message of availability, sexual provocation. Is this the message a Christian woman should send?



If such tantalizing portrayals are not recognized as lust-producing then perhaps this culture is even more desensitized than I realize.

What would Jesus say?

1 Timothy 2:9 - “likewise also that women should adorn themselves in respectable apparel, with modesty and self-control, ...”

1 Peter 3:3-4 - “Your beauty should not come from outward adornment, such as braided hair and the wearing of gold jewelry and fine clothes. Instead, it should be that of your inner self, the unfading beauty of a gentle and quiet spirit, which is of great worth in God’s sight.”

As we approach the summer months, I would urge pastors and youth group leaders, and moms, dads, and grandparents to teach those under their love and care about what is pleasing and honoring to the Lord in terms of how we dress.

This is a serious issue in a day when godliness is so aggressively attacked. I have a four-year old granddaughter living with us right now. Her mother and we as grandparents are going to need God’s grace to lovingly lead her to see and commit to keeping herself for her Heavenly Father and the man she may one day marry. Which of us wants our young ones to be “eye-candy” and played with - damaged forever? Not me. Our loved ones are under spiritual/moral attack and most seem oblivious.

When I see a movie like *The Blind Side* (despite so much that is positive about it) I see too much sexual-messaging.

I have had a heavy dose of godlessness and pornography in my early twenties. By His grace, God led me to Himself and to the “pursuit of holiness without which no man shall see the Lord.” I want the covering of righteousness for our little children.

I expected to have many criticize my stance for modesty. I was shocked at the positive support for my position. Here are but a very few:

I get your emails all the time. I was glad to hear that others were concerned about the Sandra Bullock portrayal. I thought the dress, the language, the attitude and the behavior were not a good representation of a Christian woman. The world is watching that movie, and I believe they are not getting a good example of what a Christian woman should look like. Could the part just have been embellished to attract viewers? If it was, I would be upset if I was the real mom. Was glad to see that there are others that agree with me.

K.R.

Thank you for your well deserved criticism of the immodesty in the movie Blind side. I too am bothered by the unnecessary cleavage shots and other immodest dress in even movies that claim to be Christian. Dressing that way only makes your body public property and sends mixed messages to men. I will stand firm in my beliefs and pass them on to my sweet little girl. She is almost three and when she sees someone dressed that way or sees a magazine cover that is immodest she says “She’s indecent mommy she needs to get some clothes on.” I wish more women would take a stand and say NO! My body is NOT public property. Keep up the good work.

M.L.

Bill -

You are right - I watched the movie - I liked it a lot, but did notice the dress. Unfortunately, we do have that problem with our younger women (mostly teens or young twenties) and they take offense when spoken to. Dress in church is a view of today’s Christianity I think. ...

L.T.

Boycotting Yum Brands - Long time advertiser of trash TV

By Bill Johnson



Last year we returned to regular monitoring of Fox TV's Sunday night shows: *Family Guy*, *American Dad* and *The Cleveland Show* - all of which are filled with profanity, crude language, and graphic sexual references.

One of the questions that we wanted to answer for ourselves is "Does Yum Brands still so aggressively advertise on trashy shows?" After several months of monitoring, the answer is a resounding YES. Yum Brands are prevalent in these concerning shows, and others. Yum Brands includes: Taco Bell, KFC, Pizza Hut, Long John Silvers and A&W

We have quite a history with Yum Brands - and one that Yum Brands should be ashamed of - as you will see below.

In our monthly newsletter in December 2004 we reported: "On November 23, ADA received a telephone call from Yum Brands asking that ADA discontinue its boycott of Yum Brands. ...

Yum Brands has been a leading advertiser of a number of network television programs ADA has monitored over the last eighteen months including Paradise Hotel, Bachelor, Bachelorette, and most, recently, Desperate Housewives and Life As We Know It.

In recent weeks, ADA had called for a boycott of Yum Brands after the corporation failed to respond to ADA's efforts to get them to withdraw from sponsoring trash programming.

Despite thousands of postcard and email communications from ADA's membership, Yum Brands was totally unresponsive to urgings not to advertise on egregious programming.

[ADA's] Johnson made several efforts to contact Yum Brand's CEO Mr. David Novak by email and also called Amy Sherwood, consumer affairs representative. Within

a couple of days, Johnson received an email from Yum Brands stating they were withdrawing their advertisements from Desperate Housewives.

Here is the letter written to ADA from Yum Brands' (then) Senior Vice President of Public Affairs, Mr. Jonathan Blum.

November 17, 2004

Dear Mr. Johnson,

I wanted to inform you that Yum! Brands will not be advertising in Desperate Housewives going forward. We determined that the content of the program is inconsistent with our Media Ethics Guidelines. As a result, we have notified ABC and have pulled advertising from the balance of year programming for Pizza Hut and KFC. Our Taco Bell brand had no plans to advertise on Desperate Housewives any time during the remainder of the year.

Sincerely,

Jonathan Blum
Senior Vice President
Public Affairs
Yum! Brands, Inc.

Pretty encouraging you might say. But it doesn't end there.

Though encouraged that Yum Brands had pulled its ads from *Desperate Housewives*, there was no indication that this decision would affect similar programming. ADA continued to promote its boycott of Yum Brands until receiving a telephone call from another Yum Brands employee asking if we would withdraw the ADA online boycott page. We responded to the Yum spokesperson that we would like assurances that Yum Brands would be staying clear of similar programming. There was positive indication that this would be the case, and so we made the decision to call off the boycott of Yum Brands.

This was in December 2004, yet just months later in early 2005 Yum Brands resumed its advertising on *Desperate Housewives*. After contacting Yum Brands again and

urging our supporters to do the same, on February 14, 2005 Yum Brands wrote they were pulling their ads from *Desperate Housewives*, stating:

Thank you for taking the time to write us regarding the show Desperate Housewives. I wanted to inform you that Yum! Brands will not be advertising in Desperate Housewives going forward. We determined that the content of the program is inconsistent with our Media Ethics Guidelines. As a result, we have notified ABC and have pulled advertising from the balance of year programming for Pizza Hut and KFC. Our Taco Bell brand had no plans to advertise on Desperate Housewives any time during the remainder of the year.

Thank you again for writing, we appreciate hearing from you.

Yum! Consumer Relations

On February 15, 2005 ADA notified our email list that Yum Brands had pulled their ads from *Desperate Housewives*. We stated in part: *Yum Brands will not be advertising on 'Desperate Housewives.'* We urge you to write Yum Brands and thank them for their forthright decision.

And then Yum Brands did what no other company has ever so blatantly done in our years of monitoring. Yum Brands, after clearly stating they were withdrawing, went against their very word and continued to advertise on *Desperate Housewives* in the following months, ignoring our further attempts at communication.

Our April 2005 newsletter headline article read: ***Yum Brands bushwhacks ADA Can you do business with a company that goes against its word?***

Much more could be said, but the record shows that Yum Brands continues to sponsor some of the most degrading programming on network television with a now long history of advertising on Fox's egregious Sunday night shows: *Family Guy*, *American Dad* and *The Cleveland Show*. Is Yum Brands a company worthy of your dollars? I know for me, Yum Brands restaurants are off my menu.

Continuing to Fuel the Fight

By Bill Johnson

Financial update:



We started the year with \$20,000 short of where we would have liked to have been. As we started the month of April, we mailed a personalized letter to a small number of people expressing our concern that without some solid support in the weeks ahead we were facing either salary cuts or layoffs or both.

Our letter stated that if 200 people gave over and above gifts of \$100 that we would be able to make up lost ground. The response to that appeal letter was met with very generous giving.

We are a ministry that has diligently made it a point not to ask for help unless and until there has truly been a need.

We also have been members of the Evangelical Council for Financial Accountability since 1993 - not a small thing either. If you aren't familiar with the ECFA you can find out more by checking out their website at www.ecfa.org

By being members of ECFA, we have to meet various standards of accounting principles that are more scrutinizing than usually practiced via a normal audit. That can and has included both a field review and a rather extensive phone review. The most recent one was executed in 2009.

We truly are thankful for each and every gift - whether small or large. We recognize that there are many Christ-honoring ministries worthy of support.

On Friday, July 30, we are going to celebrate and thank God for His amazing grace and His faithfulness in the life of this ministry. You are an important part

of what God has done and what, we pray, He will continue to do through us.

This will be a time of celebration and encouragement, as well as a time to ask you, our friends, to continue to stand with us. We have the will to continue on in the fight for another 25 years, but we cannot do it alone. You are needed, too!

Thank you for supporting us in so many ways. Some give financially as they are able, others volunteer, some write letters or send in postcards, and many (we hope) pray.

We look forward to July 30 so that we can thank many of you in person. Please join us!

Calvin College Students Protest the Sexy Ads of...

American Apparel™

We applaud the young people in the article below for taking action against pornography and indecency! How encouraging!

GRAND RAPIDS, Mich. (WZZM)- *Some students at Calvin College in Grand Rapids are boycotting a company because of its provocative clothing ads. The company, called American Apparel, often shows its models in see-through shirts and underwear.*

The clothing is sold globally and is targeted at college students and young adults. Here in Michigan, there are stores in Ann Arbor and East Lansing. The clothes can also be found online. It's those ads that some of the students say are too sexy.

Calvin College students Abbie Belford and Hannah Whyte call it pornography. Images show topless women, with bare bottoms. "It's extreme. It's disgusting," says Hannah.

The ads can be seen on the American Apparel website. The company has over 200 retail stores and makes all of its clothing in the United States. The company also promotes fair labor practices.

The socially conscious business practices impressed leaders at Calvin College. Abbie says students were given American Apparel t-shirts at orientation. She was told the college purchased them again this year. "I was like, oh great, another chance to support a good company and then he said, but don't visit their website. It's almost pornographic," says Abbie.

That's the first time Abbie and Hannah, who are involved in a student-led group called "Democracy Matters," looked at the website. They are now boycotting the company. "I want to see the rest of Calvin, all organizations, sign a petition, saying we will not buy from American Apparel until it changes its advertising techniques."

The women have printed up petitions. They've also created a Facebook page called "American Apparel: The Bare Facts" to protest the company and its ads. "We want to let them know that no, we are youth, but we do have morals, we have standards. This just crosses the line," says Hannah.

Calvin College says it already received the new t-shirts, but says it will support the student-led effort and will likely choose another company next year. The student group plans to hold a petition drive Wednesday on campus. ...

http://www.wzzm13.com/news/news_story.aspx?storyid=120702&catid=14