

Boycott of McDonald's Ends



In recent months we joined in promoting the nationwide boycott of McDonald's. American Family Association (AFA) initiated the boycott of McDonald's restaurants because of the company's promotion of the homosexual agenda, including homosexual marriage. AFA asked McDonald's to remain neutral in the culture war, instead of affiliating with an organization working to promote homosexual marriage. Numbers of you stood with us and expressed your concern to McDonald's.

Many would think it fruitless – going up against a corporation that boasts of “billions served” with profits to equal that number. A corporation with 31,000 restaurants worldwide. Could a boycott make any impact on such a corporate giant? It would be easy to identify with the ten spies who brought back a report to Moses and the Israelites regarding the land of Canaan. “...and we seemed to ourselves like grasshoppers, and so we seemed to them.” [Numbers 13:33b]

However, as Jesus tells us in Luke 18:27, “What is impossible with men is possible

with God.” And the seemingly impossible has happened! Your expressions of concern have made an impact and McDonald's has told AFA they will remain neutral in the culture war regarding homosexual marriage. AFA has reported that they have ended the boycott of McDonald's.

A major factor leading to the boycott begun last May was McDonald's support of and membership in the National Gay and Lesbian Chamber of Commerce (NGLCC). AFA now reports: “McDonald's said McDonald's Vice President Richard Ellis has resigned his position on the board of NGLCC and that his seat on the board will not be replaced. McDonald's also said that the company has no plans to renew their membership in NGLCC when it expires in December.”

Also, in an e-mail to McDonald's franchised owners the company stated, “It is our policy to not be involved in political and social issues. McDonald's remains neutral on same sex marriage or any ‘homosexual agenda’ as defined by the American Family Association.”

We urge you to show your appreciation for McDonald's decision to no longer support political activity by homosexual activist organizations. And the next time you see the golden arches, let it serve as a reminder that nothing is impossible with God. He is not a respecter of “billions served”, but of those who serve Him with a lowly and contrite heart.

Express thanks to McDonald's:

Contact McDonald's:

McDonald's Corporation
James A. (Jim) Skinner - CEO
Ralph Alvarez - President
2111 McDonalds Dr.
Oak Brook, IL 60523
Phone: 630-623-3000
Fax: 630-623-5004
Toll Free: 800-244-6227

E-mail:

<http://apps.mcdonalds.com/contactus/navigate.do?link=mcbiz>



From the desk of Bill Johnson, president

Images and Implications

I'm writing this in a Michigan County government building awaiting the opportunity to testify in support of my younger sister in regards to a custody issue.

While waiting, I spoke with a teacher also preparing to testify. We discussed the great difficulty of teaching and raising children in such a media driven society as we live in today.

I recalled for her my early years of teaching beginning in 1969 and how I was witnessing the changing world of television. I began to become burdened for children and families as I saw TV shows becoming increasingly crass, profane, and sexualized. This special education teacher agreed wholeheartedly with me. Then we discussed an article featured in today's Detroit News entitled: "Nude Photo Leads to Suspensions".

A fourteen year old girl took a picture of herself in the nude and forwarded it to others who forwarded it to as many as 200 others in the little town of Pinckney just 40 miles west of Detroit.

Does this incident have implications? Apparently, as the Pinckney public school is indicating that as many as two dozen students could be suspended by the end of the week. However, the implications are far greater than the formal suspensions of these young students.

What are some of these implications? Here are just a few – individual and family humiliation and disgrace, damaged reputations, the purveying of sexual imagery to vulnerable lives, the coarsening of life and sexuality.

There was a day when it was much easier to keep our children innocent – free of sexual images, music, ads, magazines, videos,

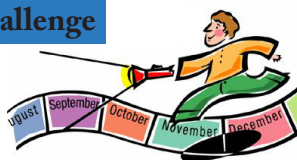
movies, television. But that is not today and the future doesn't look bright for putting pornography, obscenity and indecency back into the box of taboo.

Though my heart grieves over what I have seen and am seeing, yet I believe and believe strongly that godly children can be raised and will be raised. I believe because I see it happening. The numbers may be few, but the Bible tells us "broad is the way that leads to destruction. Narrow is the way that leads to eternal life." Indeed, God's grace is sufficient. His truth is marching on!

We are in a battle for truth and the battle is becoming more intense as the lines of demarcation are becoming increasingly clear. America is a divided nation. This presidential election is the hottest contested battle of its kind we have ever seen. With the November election, we may very well find that as Christians our spiritual foundations and principles may be attacked as we have never seen in our beloved America.

Nonetheless, His call is sure. His love, His grace and mercy are real. "He who has begun a good work in you will perform it until the day of Jesus Christ." We are called to live in loving response to Him – in loving obedience, faithfulness of service, standing on the promises. Help us God!

Year-End Match Challenge



The times are difficult: political wrangling, a culture in moral free-fall, an economic crisis with the stock market taking huge hits. As we reported in our last newsletter, the financial downturn in America indeed also impacts ministry organizations such as ADA. As you our supporters are affected, we are, as well. As a result, we were forced to make significant cuts over this past year. Yet we also have seen God's faithful hand.

One act of provision was the match challenge offered by an anonymous donor this past summer. A supporter offered this challenge: "I will match all new (from anyone who has not given to ADA in 2007 or

2008) gifts received from June 1- August 31 up to a total of \$15,000. Let me know if you have any questions. Thanks for all you do to uphold purity and holiness."

This match challenge ran for three months. Here are the results through that time frame. There were 88 gifts from new or past donors totaling \$5,911.00. So our anonymous donor graciously sent us a check for \$6,000 and proceeded to yet challenge us again.

Stating: "We will give you \$6,000 now and we would like to extend the offer for an additional \$10,000 for new money collected by 12/31/08. Keep up the fight..."

Those of you that follow our ministry closely know that these year-end match challenges - as they are met - have been used significantly to strengthen us to start the new year on solid financial ground!

While the stipulations on this offer do make it more challenging to meet, we so appreciate the wisdom of our anonymous friend for using this tool to encourage new friends to join with us in the battle we are in. He recognizes that we are living in a time where all of us need to count the cost and take a stand for righteousness. Are there others who will join us in that stance? Is decency and righteousness just not worth fighting for any longer?

A solid core continues to faithfully stand behind this ministry for which we are so grateful. If you are supportive of our efforts, I encourage you to also stand with us with tangible support - as you are able. If you have never given to ADA or haven't given since January 2007, your gift of any amount will be doubled.

We rarely fret, for the Lord we serve is so very faithful. Therefore, by the grace of God and with the help of His people we will continue.

***"I call on you, O God, for
you will answer me;
give ear to me and
hear my prayer."
Psalms 17:6***

Friendlier Skies!



Duane Hoffmann / msnbc.com

In our October Frontline we alerted you to an issue regarding a new trend - airlines moving to provide unrestricted, unfiltered internet access to passengers on flights. Such service could lead to forced exposure to pornographic images by fellow passengers.

Last month we provided a postcard for you to send to American Airlines, expressing concern for American's trial program offering unfiltered internet service on a number of flights, a decision that was opposed by the Association of Professional Flight Attendants. "American's attendants don't want to become 'moral policemen,'" said Frank Bastien, a spokesman at the union's headquarters. He also stated that flight attendants themselves do not want to be exposed to laptop images of violence or pornography. "It's a real concern to our members," Bastien said.

American Airlines seemed to dismiss these expressions of concern, however, stating: "The 'vast majority' of travelers use good judgment in what they look at," according to Tim Smith, a spokesman for American. "Customers viewing inappropriate material on board a flight is not a new scenario for our crews, who have always managed this issue with great success."

Yet in recent weeks, American Airlines has changed its position. American Airlines has now made the decision to filter in-flight internet access.

In a shift, American Airlines has said it is working with the provider of its in-flight internet service to develop a system to block pornographic content.

In a statement ... the carrier said it made the decision "based on the feedback of our customers and employees." American launched an in-flight Web service called Gogo — which is provided by Aircell — on three routes Aug. 20.

Since the launch of Gogo, American has not experienced any reported incidents of customers viewing inappropriate content via the Gogo service. However, we believe this is an appropriate measure to take," the company said in a statement. http://blogs.wsj.com:80/middle-seat/2008/10/08/porn-blocker-american-will-now-filter-in-flight-web-content/?mod=googlenews_wsj

A week previous to American's decision, Delta Air Lines stated that they plan to block inappropriate internet sites from their soon to be implemented in-flight web access.

Delta previously said it planned to rely on flight attendants to handle inappropriate situations, such as pornography surfing. But after feedback from customers and attendants, the airline changed its policy and is working with Wi-Fi provider Aircell to use a system to block inappropriate content. <http://www.ajc.com/news/content/business/stories/2008/10/03/wifi.html>

Express appreciation to American Airlines and Delta Air Lines:

AMR Corporation – American Airlines
Gerard Arpey – Chairman President, and CEO
4333 Amon Carter Blvd.
Fort Worth, TX 76155
Phone: 817-963-1234
Fax: 817-967-4162
Email: <https://www.aa.com/aa/contactAA/view>
Email: FormAccess.do?eventName=customerRelations&eventName=customerRelations

Delta Air Lines, Inc.
John Smith – Chairman
Gerald Grinstein – CEO
1030 Delta Blvd.
Atlanta, GA 30320-6001
Phone: 404-715-2600
Fax: 404-715-5042
Toll Free: 866-715-2170
Email: <http://www.delta.com/email-us/servlet/EmailUs?cmd=go>

**Levi Strauss –
the Victoria's Secret
of blue jeans**
by: Lisa Van Houten



Levi's - synonymous with blue jeans - as wholesome as apple pie, right? Wrong. Levi Strauss has long pushed the envelope in their advertising and also pushed the promotion of the homosexual agenda. The pro-homosexual Human Rights Campaign awards Levi Strauss with a perfect score of 100 percent for having policies beneficial toward homosexuals.

Before it was "politically correct" for corporations to embrace the homosexual cause, Levi Strauss was a trendsetter in this regard. We have boycotted Levi Strauss since the 1990s when Levi Strauss cut off financial support for the Boy Scouts of America because the BSA would not allow homosexuals and atheists to be scoutmasters.

In addition to the promotion of homosexuality, Levi Strauss has become the Victoria's Secret of the jean industry. Their advertisements go beyond provocative and erotic to downright vile and lewd. Recently we were alerted to Levi's new ad entitled "Unbutton your Beast". I simply cannot describe the nature of this ad without being too explicit. Suffice it to say the ad perversely focuses on the male anatomy. Levi's has a website version of this same ad that encourages viewers to participate interactively and to email the images to others.

Another ad I viewed during a televised college football game revealed a young man leaving the bed of a young woman after a night together. Besides the erotic images and the message of casual sex, the ad goes even lower. As the young man prepares to sneak out leaving the woman asleep, the narration of the commercial sarcastically states: "...You gonna wake her up? Kiss her goodbye? Tell her you love her?" And then as he leaves, the narration continues, stating: "That's what I'm saying – something's are better left undone."

This is the message sent to all the young men seeing the ad: Sex has nothing to do with commitment and women are nothing

more than sexual objects to be used. And it is the young that are the targets of Levi Strauss. They are the impressionable ones whose thoughts and behavior are shaped and manipulated by the themes of these ads. They buy the message along with the jeans. Levi doesn't want the wholesome influence of the Boy Scouts upon our youth, they would rather send a message of depravity and wickedness, not caring about the young lives damaged in the wake.

Express your concern to Levi Strauss:

Levi Strauss & Co.
R. John Anderson – President and CEO
1155 Battery St.
San Francisco, CA 94111
Phone: 415-501-6000
Fax: 415-501-7112
Toll Free: 800-872-5384
Email: <http://www.levistrauss.com/Company/ContactUsForm.aspx?loc=1>

Email: newsmediarequests@levi.com

**Howard Stern loses listeners --
and influence -- on satellite radio**

"The shock jock's syndicated morning radio show once drew a national audience of 12 million, but since jumping to satellite radio three years ago, his listeners have dwindled to a fraction of that...."
<http://www.latimes.com:80/news/nationworld/nation/la-et-stern13-2008oct13,0,7934606.story>

This article is a great report. However, it states that it was primarily the hounding by the FCC that drove Stern off the airwaves.

If only that were true in regard to Stern and other TV or radio programs sully the airwaves – that the FCC would roll back indecency.

I'm willing to concede that the FCC played some role, but very little, as attorneys for Stern and Infinity Broadcasting found loopholes that for the most part permitted Stern to escape fines paying little to nothing.

No! It was our relentless monitoring of Stern's radio show nationwide mailing upwards of 1,000 letters a month to advertisers that caused local radio stations to flee from Stern, hitting Stern in the pocketbook. From the beginning of our monitoring efforts in 1996, 23 radio stations stopped airing the Howard Stern radio show.

Why use EFT?

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If you would like to set up such an account, or for further information, please contact us at (888) 733-2326.

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Pray and Act!



I deeply believe that 2008 is a watershed election that will define us as a people and our role in [the] world.... With the election just days away we are compelled to pray for our country and the choices we will make. We are also compelled to act as men and women called to live out our faith in such a time as this. Pray and Act. I encourage you to unleash the power of both prayer and actions. [Taken from a prayer letter for Campaign For Working Families, Gary Bauer – 10/8/08]

The following article is a stark example of the cultural war in which we are engaged. May we all stand firm in the Truth as we rest in the sovereignty of God.

Obama's Mandate for Nationalized Same-Sex Marriage

Terence Jeffrey, 10/22/2008

Appearing Monday on "The Ellen DeGeneres Show," Joe Biden made the most high-profile statement yet of the Obama-Biden position on same-sex marriage.

DeGeneres asked where he stands on California's Proposition 8, a 14-word proposal that says, "Only marriage between a man and a woman is valid or recognized in California."

Those exact words were enacted originally as a California statute in 2000, when 61 percent of voters approved Proposition 22, the California Defense of Marriage Act. This May, in a 4-3 decision, the California Supreme Court threw out Proposition 22, declaring same-sex marriage a "right" under the California Constitution.

Proposition 8 would amend that constitution to include the 14 words Proposition 22 originally made state law. If Proposition 8 wins, same-sex marriage will be prohibited in California. If Proposition 8 loses, same-sex marriage will be permitted. In other

words, if you are against same-sex marriage, you want Proposition 8 to win. If you are for same-sex marriage, you want Proposition 8 to lose. There is no middle ground.

In the vice presidential debate, moderator Gwen Ifill asked Biden directly whether he supports same-sex marriage.

"Do you support gay marriage?" she asked.

"No, Barack Obama nor I support redefining from a civil side what constitutes marriage," said Biden. "We do not support that."

Were this actually Biden and Obama's position, they would be for Proposition 8. But they are not.

"If I lived in California, I'd clearly vote against Prop. 8," Biden told DeGeneres.

The actual Obama-Biden position on same-sex marriage goes beyond merely opposing Proposition 8. In fact, their position sets the stage for liberal federal judges to impose same-sex marriage nationwide by forcing states that have passed their own acts in defense of marriage to recognize same-sex marriages contracted in states such as California, where state judges declare a state "right" to same-sex marriage.

In June, Obama sent a letter to the San Francisco-based Alice B. Toklas Lesbian Gay Bisexual Transgender Democratic Club. It was read at the club's June 29 meeting and reprinted in full in the July 2 edition of the San Francisco Chronicle under the headline "Obama opposes proposed ban on gay marriage."

Yet that was not all Obama said he opposes -- or supports -- in this letter. He also declared that he opposes all state constitutional amendments that limit marriage to a man and a woman, that he opposes a federal amendment that would prevent states from being forced to recognize same-sex marriages, that he wants to repeal the federal Defense of Marriage Act, and that he wants to fully open the military to gays.

"I want to congratulate all of you who have shown your love for each other by getting married these last few weeks," Obama wrote. "I support extending fully equal rights and benefits to same sex couples under both state and federal law. That is why

I support repealing the Defense of Marriage Act and the 'Don't Ask Don't Tell' policy, and the passage of laws to protect LGBT Americans from hate crimes and employment discrimination. And that is why I oppose the divisive and discriminatory efforts to amend the California Constitution, and similar efforts to amend the U.S. Constitution or those of other states."

To make clear that he wants no distinction in law between traditional married couples and same-sex couples -- including in laws regarding the adoption of babies -- Obama sent a second letter Aug. 1 to the Family Equality Council, a group that says it envisions "a country that celebrates a diversity of family constellations."

"We also have to do more to support and strengthen LGBT families," Obama told this council. "And that's why we have to extend equal treatment in our family and adoption laws."

The federal Defense of Marriage Act that Obama wants repealed does two things. It defines marriage for federal purposes as the union of a man and a woman, and it says states will not be forced to recognize same-sex marriages contracted in other states, as they ordinarily would under the Constitution's "Full Faith and Credit Clause."

The Full Faith and Credit Clause requires all states to recognize the judicial acts of other states but says, "Congress may by general Laws prescribe the Manner in which such Acts, Records and Proceedings shall be proved, and the Effect thereof."

If the policies Obama supports come to pass, California will have same-sex marriage, and the federal law protecting other states from recognizing California's same-sex marriages will be repealed.

Then it would be up to the sort of federal judges Obama would appoint to decide whether the Full Faith and Credit Clause -- barring an act of Congress saying otherwise -- would require every other state in the union to accept California's marriage law as their own.

http://townhall.com/columnists/Terence-Jeffrey/2008/10/22/obamas_mandate_for_nationalized_same-sex_marriage?page=full&comments=true

FIREPROOF: An Instrument of Ministry and Healing

When ADA sought to purchase the church building that now serves as our headquarters, one of the main factors that drew me to this building was the ministry opportunities offered by having our own sanctuary/auditorium. I hope you recall how the Lord, through his people, provided so that this building could be purchased debt free!

Since we moved in 16 months ago, we have had numerous events, conferences, featured speakers. Most recently we hosted the satellite seminar "The Truth Project" produced by Focus on the Family. What a tremendous event and great challenge given! Those in attendance were trained to break out the teaching of this series to impact others in developing a biblical worldview.

Most likely by the time you read this, we will have hosted another satellite conference, *"Fireproof my Marriage"* on Saturday, November 1. It is a one day seminar, associated with the movie "Fireproof", featuring well-known speakers Dr. Gary Smalley, Dr. Less Parrott and several others. It is our prayer that this marriage-building seminar will be used to strengthen and refresh many marriages, just as the movie is doing.

The movie "Fireproof" is the most powerful movie on bringing healing to a marriage that I believe has ever been created. It gets to the heart of so many shortcomings and sins that exist in untold millions of marriages today. I believe that there will be numbers of individuals and/or couples who will see themselves and their sin in the lives of the married couple portrayed in this powerful movie. There will be those who weep over what they are doing - how they have gotten trapped in self-centeredness, pride, anger, self-righteousness, sin.

As a kid and into my twenties, I went to many movies. (Keep in mind that was in the '50s, '60s and '70s). Since the 1980s, I have been in a movie theater less than 10 times.

I know that Hollywood has damaged and degraded America - our children and families - for many years. Yet, when a Christian and/or a team of Christians catch a vision

to create a movie that truly ministers, I believe that I must put down (if momentarily) my disgust for what comes through movie theaters, attend it and promote it.

Yet, saying all of this I say, a Christian family needs to proceed carefully with their children to avoid the preliminary advertisements that scroll across the screen. Some will avoid this film for that very reason and await the release of the DVD. I fully understand. Believe me - I do understand! I never took my youngest son (now 19) to any movie until fairly recently and that with great care.

Whether "Fireproof" is viewed in a theater or by way of DVD, I believe God will use this to bring individuals and couples to repentance and that He will be glorified and marriages saved and strengthened. "Fireproofed." I asked those receiving my daily email alert to give me their reactions to this powerful movie. Some of their responses are listed below.



Letter #1

My wife and I went to see "Fireproof" about three weeks ago, happily married and blessed with two teens serving the Lord. Without either of us commenting, we both ordered the workbook - Love Dare and are both completing the 40 day Love Dare. No marriage is secure enough that we cannot improve with the help of our Lord and Savior.

This past Friday night we "double dated" with our 17 year old daughter and her boyfriend and although our daughter sort of grumbled about going to a boring movie, when she got there, both she and her boyfriend have raved about the movie and felt lead to tell their friends about the movie and the cool thing to double date with your parents. We all enjoyed the evening and were once again blessed to tears with the story line of the movie and the witness it provides to all ages. It is a must for every age, single or married, divorced or separated. I believe it would heal many relationships past, present and future. It is the love message that our Lord and Savior spoke as

he walked among his disciples and he still speaks to each of us today.....that we are to love one another as He loves us.

Continue in His work.

In Jesus name.....Don and Susan

Letter #2:

Hi Bill,

My wife and I saw it two weeks ago. It was awesome. I have told many others and they have come back with the same report. Whole theatres of people, crying and applauding.

God bless,

Mark

Letter #3:

Bill,

What a totally refreshing movie-going experience Brenda and I enjoyed this past weekend as we viewed the movie Fireproof. As a Christian husband, I found it very encouraging and exhorting! The very thing that should be top priority in my life was clearly depicted: knowing and loving God through Jesus Christ and then loving my wife more than I love myself. I was encouraged, moved with compassion, and entertained - an excellent experience!

-Steve, CA

Letter #4

Bill, it is a great movie especially for people who are married and don't feel their marriage is all it could be.

I own a business with about 250 employees and we offered to pay for the movie for anyone who wants to go--I don't know how many have taken us up on the offer but I know quite a few have.

Tom

Letter #5:

My wife and I went to see this movie, though we seldom watch movies either at a theater or in our home because there are so few that are fit for a Christian to watch. But we trusted those like Bill Johnson and others who recommended this one and we were not disappointed. It clearly shows that the power of Christ and the Word of God can make a big impact on an individual and a marriage. We would encourage those who have strong marriages, weak marriages or who are thinking about getting married to go and see this movie.

A Michigan Pastor