

The background of the entire image is a photograph of a building with a textured stone or brick facade and a corrugated metal roof. A fish-shaped logo with the letters 'afa' inside is visible on the upper part of the wall. The image is overlaid with a dark blue gradient.

The Story of



american family association



MISSION

The mission of American Family Association is to inform, equip, and activate individuals and families to transform American culture and to give aid to the church, here and abroad, in its calling to fulfill the Great Commission.



VISION

The vision of American Family Association is to be a leading organization in biblical worldview training for cultural transformation.



CORE VALUES

The following presents the core values of American Family Association. AFA desires that these values define and drive this ministry to transform culture by fulfilling the Great Commission.

Evangelism and Discipleship

AFA aims to evangelize the lost and disciple the believer.

Morality

AFA believes true morality flows from biblical principles and directs people to the manner in which God intends them to live.

Stewardship

AFA believes that its ministry, as well as everything in the heavens and on earth, belongs to God, and AFA's role in it all is that of a trusted manager.

Marriage and Family

AFA aims to strengthen biblical marriages and equip parents to raise godly children.

Sanctity of Human Life

AFA upholds the truth that all human beings, including the unborn, are created in the image of God and are worthy of life, liberty, and the pursuit of happiness.

Religious Liberty

AFA believes that all men and women, whether in private or public, should be free to exercise their faith without hindrance from the government.

How it all began...



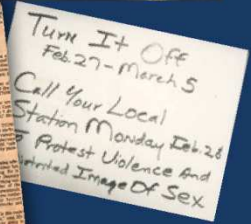
1977 Turn the Television Off Week

February 27 - March 3, 1977

Brother Don Wildmon spearheaded Turn the Television Off Week. As pastor of First Methodist Church in Southaven, Mississippi (a suburb of Memphis, Tennessee), Wildmon encouraged the members of his church to not watch TV for a week in protest of the growing drift toward sex and profanity in network programming. He notified newspapers and television stations of his congregation's small protest, and his press releases garnered interest from several news outlets beyond Memphis, bringing local and national media attention to the inaugural campaign.

July 21, 1977

Brother Don was granted an official non-profit charter for the National Federation for Decency (NFD), with its office based in the Wildmon home at 5869 Lakeshore Drive in Southaven, Mississippi. The founding board members of NFD were Donald E. Wildmon, J. Wesley Youngblood, Allen F. Wildmon, and D. Russell Jones, Jr. The statement of purpose for NFD, as written in the original charter document, was three-pronged: To promote decency in the American society through the dissemination of information and public information through education; To educate the American population to the negative effects of violence and crime in the media; To do all things necessary for the promulgation of the Judaic-Christian ethic in America.



Late 1977



Brother Don stepped down from the pastorate to operate NFD, relocating his family and the organization to Tupelo, Mississippi.

February 1978

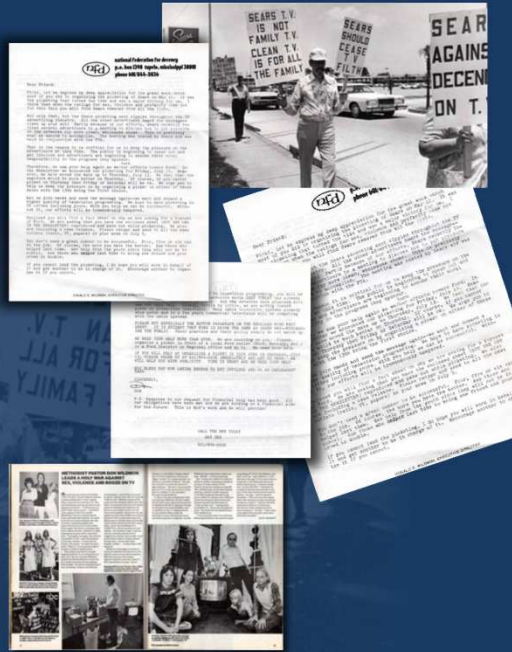
NFD released its first TV-monitoring report.



1978 Holding Advertisers Accountable

March 3, 1978

NFD announced a national boycott of Sears, which would include picket lines to be held on May 12, 1978, at Sears stores across the nation. The boycott was initiated only when other means proved unsuccessful. Personal requests had failed to convince the networks to alter their TV programming, so Wildmon had appealed directly to the advertisers. Upon discovering that Sears – a company with a family-friendly public image – was one of the nation's leading corporate advertisers on prime-time sexual and profane shows (including Soap, Charlie's Angels, and Three's Company), phone calls had been made to the corporation. These were fruitless, prompting the boycott. Marketing News, a publication of the American Marketing Association, covered the NFD boycott of Sears in their issue dated March 24, 1978.



April 19, 1978

May 12, 1978

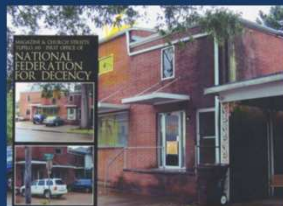
Don traveled to Chicago, Illinois, to join the "People's Protest" picket outside the corporate headquarters, while similar pickets organized by NFD occurred simultaneously at local stores in 29 cities. As the protests were taking place, Sears announced the removal of their advertising from the questionable shows. Chicago media interviewed Don, and the protests were covered by all major radio networks, both wire services, and NBC Nightly News. The corporation's national news director said, "Admittedly, these are popular shows, but they are not for Sears." The company also spearheaded a meeting of 20 top advertising executives to discuss concerns over the direction of television programming, signifying a major victory for NFD.

Sears' public affairs and advertising executives traveled to Mississippi and met with Don in Tupelo to discuss the retailer's problematic advertising agenda. Receiving no official word of changes from the corporation, NFD continued the boycott.



June 1979

June 1979 – NFD rented office spaces at 432 Magazine Street in downtown Tupelo, moving the headquarters out of the Wildmon home.



1981

Gaining Momentum

February 2, 1981

Along with Jerry Falwell, Phyllis Schlafly, and 150 other Christian leaders from a wide array of groups, Don formed the Coalition for Better Television (CBTV). While Don was chairman of CBTV, the group received considerable press coverage and subsequent media exposure.



January 1983

NFD issued a call-to-action, asking supporters to contact the Southland Corporation in response to Don's announcement that 7-Eleven, a chain of convenience stores owned by the company, was the largest retailer of pornographic literature in the nation.

May 1983

After NFD highlighted the pro-adultery themes in an episode of *Different Strokes*, the Campbell Soup Company removed its ads from the television sitcom.

June 1983

Construction began on a new 3,200-square-foot office facility on Parkgate Drive in Tupelo, Mississippi, on land that was acquired at a \$10,000 discount from an NFD supporter.



July 1983

Don and Allen Wildmon met with the leadership of Southland Corporation (the parent company of 7-Eleven), hoping to convince the company to stop selling *Playboy* and *Penthouse* magazines at their stores. Southland leadership was not persuaded.

August 6, 1984

The NFD held its first major picket of individual 7-Eleven stores.

October 1984

Another major protest of 7-Eleven stores took place.



October 25, 1983

April 1985

NFD conducted its third major protest of 7-Eleven stores.



The Rally for Decency was held in Dallas, Texas, to raise awareness about pornography proliferation and to protest Southland Corporation as the largest American retailer of pornographic magazines at that time.

1985

CLear-TV, A New Coalition

May 20, 1985

October 1985

In Los Angeles, California, Don Wildmon appeared before the Attorney General's Commission on Pornography, testifying about the harmful effects of pornography.

Attorney General Edwin Meese III officially announced the formation of the Attorney General's Commission on Pornography to "determine the nature, extent, and impact on society of pornography in the United States."

December 16, 1985

HELP END TELEVISION'S EXPLOITATION OF SEX, VIOLENCE, AND PROFANITY

Christian Leaders for Responsible Television (CLear-TV), composed of approximately 1000 Christian leaders including the heads of more than 70 denominations and leaders from nearly every denomination in America, has asked that consumers not purchase the products of The Mervyn Company and Claron Corporation until July 1990. Both Mervyn and Claron were leading sponsors of sex, violence and profanity during CLear-TV monitoring April 27-May 28 after being asked not to help sponsor sex, violence and profanity by CLear-TV.

W.Mervyn and Claron claim that our information will get the message across.

Order additional copies from: **Tapelo, MS 38889, Avila**

BOYCOTT PRODUCT CARD

Help End Television's Exploitation of Sex, Violence, and Profanity

Christian Leaders for Responsible Television (CLear-TV) asks that the products of Mervyn and Claron, Inc. be boycotted until July 1990. One of the leading sponsors of sex, violence and profanity on television.

HOUSEHOLD PRODUCTS	CLARON PRODUCTS	MENNER PRODUCTS
Chase 2	CAT LITTER	Spinal-Sol medicine
Formula 400 cleaner	Flour from one Star	Earl Food Ore deodorant
Fresh Scent liquid bleach	Leak Guard and Seal	TOLZERE
Liquid-Plumr Clog-Opener	2000 PRODUCTS	Alfa after shave lotion
Liquid-Aid	Alkaline Vetro Beach	Shark collars
Soft Touch cleaner	Alkaline Transport cleaning agent	Mervyn After shave
Tru-Blue household cleaner	CAH-CAL	Slur Beano medicine
Ultra Clean	Empulid charcoal	Rich High protein
Wax for floors	Household chemical	Protein Lightening lotion
Wax for wood		Savon Light shaving lotion

Place this card in your purse or briefcase and refer to it when shopping.

Twenty-four Christian leaders met in Chicago, Illinois, to form a new coalition to respond to sex, violence, and anti-Christian material on television. Group members proposed the name "Christian Leaders for Responsible Television (CLear-TV)." It would represent over 1,600 Christian leaders who agreed to the mission and focus of the group.

February 3, 1986

"CLear-TV" was approved as the group's name. As the newer version of the Coalition for Better Television, CLear-TV agreed to support specific consumer boycotts based on NFD's monitoring data.

April 10, 1986

The Southland Corporation announced that when the May 1986 issues of *Playboy*, *Penthouse*, and *Forum* were sold, their stores would no longer carry pornographic magazines.

July 1987

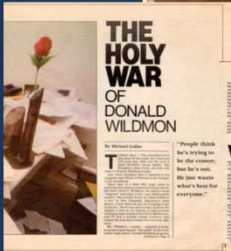
CLear-TV called for a boycott of Mazda and Noxell due to their continued advertising on several offensive programs, despite meeting with CLear-TV leadership.

August 1987

With the number of local NFD chapters growing to over 300, statewide groups were formed to coordinate activities across the smaller local affiliates. The first state chapters were based in Arizona (led by Harry A. Spence), Arkansas (led by Don Robinson), and Michigan (led by William Johnson). The expressed goal of the statewide program was to have 1,000 affiliates nationwide.

October 1987

Mazda agreed to change its ad policy, and CLear-TV canceled its boycott of the corporation in response. The boycott against Noxell also ended.



1988

American Family Association

January 1988

The National Federation for Decency changed its name to American Family Association (AFA).



'The Last Temptation of Christ' movie to be released

AFA head Donald E. Willmore has withdrawn from an agreement with Universal Studios to preview the movie "The Last Temptation of Christ" because Universal refused to keep their end of the agreement. Willmore was contacted several months ago by Tom Peckard, who was serving as a Universal Studios consultant on the movie. Peckard asked Willmore not to present the movie prematurely and to insure Universal would allow him and a few other Christian leaders to screen the movie. Willmore accepted the invitation with the belief and understanding that Universal would not release a movie which was denigrating and degrading to Christ.

As part of the agreement, Universal agreed to let the group of leaders screen the movie in early June since it was scheduled to be released in August.

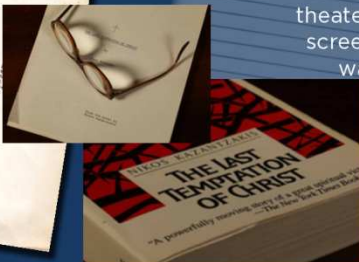
See Petition on Page 10

Continued on page 22

PETITION TO LOCAL THEATERS CONCERNING THE LAST TEMPTATION OF CHRIST

July 1988

Due to concerns regarding the upcoming film *The Last Temptation of Christ*, AFA released a petition encouraging Christians to pledge not to attend their local movie theater for one year, if that theater agreed to screen the blasphemous movie. The petition was eagerly met with the participation of hundreds of thousands of Christians.



August 11, 1988

In protest of the planned August 12th release of *The Last Temptation of Christ*, a major demonstration of 25,000 Christians took place, starting outside the gates of Universal Pictures in Los Angeles, California, and ending nearby at Universal's corporate offices.

March 1989

The Honda Motor Company announced that it would no longer advertise in porn magazines, which was a direct response to the actions of AFA and a January 1989 AFA Journal article highlighting Honda.

1989 Accomplishments Of The American Family Association

Below is a brief sketch of some of AFA's accomplishments during 1989. Obviously, we cannot possibly include a majority of our activities. But we can highlight a few of them.

1. In cooperation with Christian Leaders for Responsible Television, began a one-year boycott of Universal Studios, New Line, and Warner Bros. film companies. Resulted in 1.4 million boycott cards to 17,000 theaters.

2. Produced and distributed our second issue promoting the boycott to 600 Christian and non-Christian churches, schools, and homes. The Christian Church and other ministries.

3. Mailbox more than 1.4 million boycott cards from orders received at the AFA office.

4. Resulted in the movie's cigarette advertising was banned.

5. Produced and distributed approximately 15,000 copies of "Promote AFA: A Report" including 4,500 copies to top Christian leaders.

6. Helped convince the Department of Health and Human Resources to kill the \$15 million one study designed by homosexuals which was to be funded with tax dollars.

7. Secured a meeting with President Bush, Vice President Dole, and Speaker of the House, Dan Rostenkowski, to discuss advertising in America's home entertainment industry. Spent three weeks and over 100,000 dollars.

8. Helped convince Rostenkowski to withdraw support for funding.

9. Helped cause the cancellation of the 1989 World Leaders in '89.

10. Helped convince MCA-TV to cancel the film.

11. Helped convince MCA-TV to cancel the film.

12. Helped convince MCA-TV to cancel the film.

13. Helped convince MCA-TV to cancel the film.

14. Helped convince MCA-TV to cancel the film.

15. Helped convince MCA-TV to cancel the film.

16. Helped convince MCA-TV to cancel the film.

17. Helped convince MCA-TV to cancel the film.

18. Helped convince MCA-TV to cancel the film.

19. Helped convince MCA-TV to cancel the film.

20. Helped convince MCA-TV to cancel the film.

AFA Goals For 1990

1. To continue promoting our boycott program and to bring it to its logical conclusion by July. Continue to monitor and report on the progress of the boycott.

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May 1989

August 1989

Blockbuster Video became the first video store chain to announce its refusal to carry VHS tapes of *The Last Temptation of Christ*.

AFA brought attention to a photograph by artist Andres Serrano, which was featured in an art exhibition sponsored in part by the tax-funded National Endowment for the Arts (NEA). Serrano's photograph featured a crucifix submerged in what the artist claimed was his own urine.

December 6, 1989

AFA submitted its first application for a radio station license to the Federal Communications Commission (FCC).

AFA requested that the NEA fire the official responsible for promoting this work, but the NEA defended the art and its tax funding. Therefore, AFA encouraged supporters to contact Senators and Congressmen to protest the NEA's decision to use tax funds in this way.

1990 Adding Legal Services

June 1990

In order to challenge the American Civil Liberties Union (ACLU) and other left-wing groups, AFA announced plans to build a legal team. Attorney Peggy Coleman was already on staff, and Ben Bull soon joined AFA in this effort.



September 1990

AFA made its first public announcement offering legal assistance to any AFA supporters who might need such services in relation to obscenity cases or ones where a Christian's rights were being violated because of his or her faith.

October 1990

For the first time, AFA Journal used the name "AFA Law Center" when describing the legal actions of the ministry, which included the defense of AFA's own work and the defense or litigation of cases of interest to Christians. AFA Journal detailed not only upcoming cases but past ones as well, backdating the official work of the AFA Law Center to attorney Peggy Coleman's arrival in May 1988. The Journal also stated AFA's desire to add lawyers and take on more work in the future.

November 1990

AFA announced that during its first 60 days of operation, 200 Christian lawyers had contacted the AFA Law Center to volunteer as affiliate attorneys.

February 20, 1991

The FCC granted a radio broadcast license to AFA.



June 21, 1991

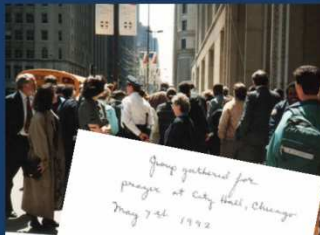
The Supreme Court decided in favor of a case the AFA Law Center was representing. In *Barnes v. Glen Theatre, Inc.*, the High Court ruled that, in the interest of upholding state order and morality, public indecency laws could ban nude dancing.

August 21, 1991

The flagship station of American Family Radio, WAFR, went live in Tupelo, Mississippi

May 7, 1992

AFA held its first national "Meet at City Hall," which took place on the National Day of Prayer. This was a call to "moral rebirth" and was meant to encourage Christians to publicly pray for their country, their civic leaders, and a revival of religion in America. Around 3,000 cities participated, with crowd sizes ranging from 12 to 2,300.



1996

Expanding Influence

March 1996

AFA's internet home page went live.

April 1996

AFR announced it would upgrade its news department to combat left-wing bias in the media.

September 21, 1996

President Bill Clinton signed the Defense of Marriage Act, which declared that no state would be required to recognize same-sex marriages performed in another state.

May 1997

Don Wildmon represented AFA when he spoke at a rally in Montgomery, Alabama, in support of Judge Roy Moore, who had refused to remove the Ten Commandments from his courtroom wall or to stop opening court with prayer.

August 1997

AFA released Don Wildmon: An American Treasure, a VHS video about Don's upbringing and the formation of AFA.



October 1997

Focus on the Family joined the Disney boycott.



September 1998

AFA Foundation began accepting charitable gift annuities.

January 1999

AFR grew to 192 stations nationwide.

AFA law center changes name, leadership

The American Family Association Law Center has changed its name to the American Family Association Center for Law & Policy (Center for Law & Policy). The new name, which became effective in January, reflects a broadening mission and practice that will include addressing and advising on matters of public policy.

Located in Washington, D.C., as well as Tupelo, Mississippi, the Center for Law & Policy will continue to engage in constitutional litigation in state and federal courts throughout the country, especially in areas involving First Amendment issues.

The Center for Law & Policy also advises state and federal legislators on constitutional, political and legal issues, and drafts legislation for local, state and federal governmental bodies.

The Center for Law & Policy will be headed by Stephen M. Crampton, who has been promoted from his former position as Senior Trial Attorney to Chief Counsel.



September 1999

In response to the American Library Association's position of allowing access to internet pornography on library computers, AFA joined with others in calling for filtering software to be used on public computers in libraries. The effort was met with resistance from the library group.



Radical library organization pushes unrestricted access to pornography

New AFA video warns of danger to children

AFA has released a new video to warn parents that the Internet is a vast and unregulated network of public domain, including a substantial amount of pornography. The video, titled 'The Internet: A New Frontier for Parents', is available for purchase from AFA's video store. The video is available in both VHS and DVD formats. The video is available for purchase from AFA's video store. The video is available in both VHS and DVD formats. The video is available for purchase from AFA's video store. The video is available in both VHS and DVD formats.

April 1999

AFA Journal reported that the AFA Law Center had changed its name to the AFA Center for Law & Policy (CLP), indicating a "broadening mission and practice." This meant the legal arm of AFA would not only continue to defend Christians' First Amendment rights, but it would also advise lawmakers on constitutional, political, and legal issues, as well as draft legislation.

September 1999

AFA began promoting the Truth for Youth Bible, designed by Tim Todd of Revival Fires Ministry.

See radical on page 22
radical ... from front page
that they even provide a link from their own website to another Internet location which instructs children how to turn off the blocking software installed by parents on their home computers.

2000

“In God We Trust” National Poster Campaign

March 2000

AFA designed and printed “In God We Trust” posters for display in schools, courthouses, and other public buildings all over the country. As it was the official national motto and a form of free speech, this project was off-limits for the ACLU.

July 2001

AFR began internet streaming of the broadcast.

June 2003

Represented by Don Wildmon, AFA was foundational in creating the Arlington Group, a coalition of conservative and Christian organizations that sought to influence American governmental leaders. Among others, member groups included Focus on the Family, led by founder Dr. James Dobson, and Concerned Women for America, whose president at the time was Sandy Rios. The Arlington Group was instrumental in the Supreme Court confirmations of both John Roberts and Samuel Alito. This coalition also helped ensure that a federal marriage amendment was brought to a vote in Congress. Although this measure did not pass, the Arlington Group was considered by some Washington insiders to be the most powerful and influential organization in America at the time.

June 6, 2005

After meeting with a group of Ford dealers, AFA suspended the boycott for six months to allow the local dealers to bring their concerns before Ford officials and seek an agreeable resolution. AFA saw this as a good-faith effort and suspended the boycott until December 1, 2005.



October 2000

AFA Journal highlighted examples of how the homosexual rights movement was encouraging further confusion in society through their promotion of transgenderism.

September 2001

Distribution of the “In God We Trust” poster hit 90,000.

May 31, 2005

AFA issued a press release announcing its boycott of Ford Motor Company. BoycottFord.com launched, featuring overwhelming, documented evidence of the company’s years-long support of the homosexual agenda – including company policy decisions, lucrative financial contributions, and sexualized, gay-themed advertisements in overseas magazines. Over the next week, 110,000 people pledged to boycott the automobile maker.

December 15, 2005

In behind-the-scenes meetings with Ford dealers and officials, AFA reached an agreement with the company. However, Ford officials reneged on this agreement, leading AFA to reinstate the boycott in January 2006.



2006 Governmental Affairs Affiliate

April 2006

AFA Action, the new governmental affairs affiliate of the ministry, was introduced in AFA Journal through an article explaining that the organization would be a co-sponsor for the Values Voter Summit to be held that fall in Washington, D.C. This was the first major event to be sponsored by the group, which was formed after leadership at AFA recognized the need for greater freedom to speak on political and civic matters. To that end, AFA Action was formed as a 501(c) (4) organization with the intended goal of "advancing godly values in government."

AFA ACTION

July 2007

The AFA Journal reported the closure of AFA's Center for Law & Policy. The CLP had been a pioneer in the areas of First Amendment, pro-life, and religious freedom issues. Over the years, however, other groups had begun offering the same types of legal services. Therefore, AFA's Board of Directors determined that those entities would adequately carry on that work, and AFA's efforts could be redirected elsewhere. AFA retained general counsel.



July 21, 2010

AFA initiated a boycott of The Home Depot after the company refused to remain neutral in the culture war, saying that to do so was in opposition to their "inclusive culture." Gay pride events sponsored by The Home Depot often exposed children to lewd dancing, sexually provocative activity, and vulgar language.



March 11, 2008

AFA ended its boycott of Ford after officials agreed to the original terms. Over the three-year time frame, a total of 780,635 people had signed the boycott pledge.

September 5, 2013

AFA announced an end to the Home Depot boycott. To save face with gay rights groups, the company denied making any funding or policy changes; however, AFA determined that enough changes had been made to suspend the boycott. By the end, more than 750,000 people had signed the online pledge to boycott The Home Depot.



June 2, 2011

Buddy Smith and Randy Sharp took hundreds of thousands of petitions from AFA supporters and delivered them to The Home Depot's corporate shareholder meeting in Atlanta, Georgia.

2016

AFA Action Expands

November 8, 2016

Donald Trump was elected President of the United States. In the months leading up to this, AFA had played a central role in educating voters about the election's importance. The George Barna Group recognized the role of evangelical leaders (including Tim Wildmon) in this historic election. The Barna Group pointed to AFA as among the top six most influential organizations in getting out the vote in 2016. Among Christian activist groups, AFA was No. 1.



December 2021

AFA Action acquired iVoterGuide. Founded in 2009 by Richard Ford and Jim Sneeringer, the online voter guide was heavily promoted by AFA and AFA Action in the intervening years before the acquisition.



June 2022

Roe v. Wade was overturned. AFA was influential in three facets that led to the decision: AFA Action co-sponsored the 2016 meeting between then-presidential candidate Trump and evangelical leaders; AFA's Jameson Taylor helped draft the *Dobbs v. Jackson Women's Health* Organization case that went to the U.S. Supreme Court; and AFA Action worked with several other groups to proactively identify pro-life and constitutional potential Supreme Court nominees, eventually leading to the installment of Justice Amy Barrett after the death of Justice Ruth Bader Ginsburg. All these components helped bring down Roe.



January 2022

AFA Action instituted the Center for Government Renewal (CGR). This division was created to advance biblical and constitutional principles in law and policy, specifically through drafting model legislation to protect America's families from a variety of threats in states around the country.



March 20, 2024

AFA Action announced the launch of the Center for Judicial Renewal (CJR). Although the group was initiated in 2021, the official introduction was not made until the legal team had conducted more than 10,000 hours of research, vetting not only sitting Supreme Court justices but prospective jurists as well. This branch of AFA Action aims to "strategically restore the judiciary to its proper role of deciding cases under the law rather than legislating from the bench."



To be continued...

“

God does not
require that we
be successful.
He only requires
that we be faithful.

”

-Bro. Don Wildmon

The Story of American Family Association

Compiled by: Walker Wildmon, M.D. Perkins, Jennifer Nanney,
Joy Lucius, and Heather Hefner.

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Faith.

Family.

Freedom.



american family association