



FOCUS ON THE FAMILY®

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01/27/10

Late-Breaking Audio from Focus on the Family — Updated 2:00pm MT

New audio released this afternoon — Focus on the Family President Jim Daly and co-host John Fuller talk one-on-one about the Super Bowl ad.

In this brief interview, Jim Daly discusses the content of the ad, why Focus on the Family purchased the ad, and our response to the controversy posed by the National Organization for Woman (NOW) and others.

The Super Bowl ad — featuring Tim Tebow, Heisman Trophy winner, Florida Gators — centers around the theme of "Celebrate Family ... Celebrate Life." Major media organizations, including ABC World News Tonight with Diane Sawyer, ABC's "The View," Bill O'Reilly and others have covered the story. In addition, the story will run on tonight's (1/27) CBS Evening News and Fox News' "Special Report with Brett Baier."

Focus on the Family is providing the additional audio to give you and your listeners an "inside look" at what Focus on the Family is saying about this unique opportunity. We invite you to air this interview in your afternoon and morning shows. If you use the audio, please let us know by replying to your media rep and including "Used it" in the subject line.

Audio Details:

LENGTH: 7:42

IN: "Well this is John Fuller..."

OUT: "...the effectiveness of that ad."

Suggested Announcer Set Up:

You're hearing more about the upcoming Focus on the Family Super Bowl ad featuring Tim Tebow. Now, hear why Focus on the Family is set to air that ad. Here's Focus on the Family President Jim Daly and co-host John Fuller...

Suggested Announcer Close:

You can find out more at FocusOnTheFamily.com or by calling 1-800-A-Family.

Audio Location:

FocusSat FTP — "Specials" folder. Also on BriargateMedia.com under the [Super Bowl Updates Story](#)

Additional Information:

The interview is 7 MB, and can be e-mailed on request.

Your listeners can show support to CBS by calling 1-212-975-3248 or via the Web: http://www.cbs.com/info/user_services/fb_global_form.php

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