

Grinch on the Run: CWA's Christmas Campaign Is Un-Scrooging Corporate America

Macy's, Kohl's, and Other Retailers to Take Anti-Christmas Policies Off the Shelf

By popular demand, the Grinch appears to be retreating to his cave.

This Christmas, more and more Americans, including merchants, will be openly celebrating the Reason for the Season. The remaining retail Scrooges may best take note.

It's the result of hard work by Concerned Women for America (CWA) and other pro-family organizations that are educating millions of people that someone in recent years had stolen Christmas in the marketplace and replaced it with the generic "happy holidays."

"I think the corporations are now very sensitive to the culture of this country that people overwhelmingly celebrate Christmas," said Manuel Zamorano, who launched the California-based Committee to Save Merry Christmas three years ago to pressure stores to acknowledge Christmas. "When these guys sit down and figure out what it's costing them, the board of directors tells them that this is a fight that doesn't need to be fought."

CWA's Nice and Naughty List Returns in 2006

Last year, CWA published a Nice and Naughty List of merchants who either honored Christmas or ignored it.

"CWA will again keep our constituents

aware of retailers who are actively shunning the mention of Christmas, as well as praising those firms embracing the holiday, by continuing our Nice and Naughty list," said Policy Analyst Martha Kleder. "The 'naughty' label, and the threat of coal instead of cash for Christmas, caused many retailers to revamp their advertising campaigns at the last minute.

"The list is a powerful tool in our fight to save Christmas in the public square, and I hope our readers will keep us informed about how their stores are celebrating the season," Kleder said.

CWA helped to publicize the boycott that Zamorano's group organized against Macy's and its Federated Department Stores parent company, forcing them to rethink their policy. Zamorano's group wrote to many major stores, starting with Macy's in 2004, and asked them to include Christmas in marketing.

"We're going to be monitoring every ad from the national advertisers this season," Don Wildmon, president of the American Family Association (AFA), told *Family Voice*. "We've gotten many, many letters from people who have written to retailers and told them, 'you cut out Christmas and I'm cutting you out.'"

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New Congress Expected to Address Many Key Issues

CWA prepares for battles ahead, from confirming good judges to banning cloning

As the weather begins to cool down, the fever in Washington and around the country over the recent November elections is truly heating up. This issue goes to print prior to election day, but by now you know the results.

Elections and politicians come and go, and regardless of this year's outcome, the

mission at CWA remains the same: to uphold the Constitution, to defend life, to preserve decency in the public square, and to protect religious freedom throughout the United States.

Several legislative issues are likely to carry over to the next Congress, and CWA will continue to be your voice to these newly elected representatives. Pray that they will make the right choices when they take office.

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Christmas

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Hard knocks cause stores to rethink anti-Christmas policies

The biggest success to date is the turnaround by Macy's, an 800-store chain whose Christmas connection was made famous by the film *Miracle on 34th Street*. Last year, Macy's began acknowledging Christmas again in limited ways. This year, the chain says it will feature Christmas in store signs, advertising, and by playing Christmas carols from Thanksgiving to Christmas week. The store says this year's theme for the New York anchor store's window is "O Christmas Tree."

Other merchants who have responded to Zamorano's letters and vowed to honor Christmas include Kohl's and TJX (TJ Maxx, Marshalls, and others).

Meanwhile, Wal-Mart, the nation's largest retailer, came under heavy fire for rolling out its initial Sam's Club "holiday" products in September without mentioning

Christmas. Responding to complaints, Sam's Club says on its Web site that it uses "holidays" or "happy holidays" or "specific holidays such as Chanukah, Christmas, Kwanzaa or Easter."

AFA also wrote to 20 of the largest retailers in June, getting responses only from Lowe's, Best Buy, Kroger, J.C. Penney and Walgreen's. "Some were generic, corporate mumbo-jumbo," said Randy Sharp of AFA. "So we'll be watching to see if we get 80 percent 'holiday' and a token mention of Christmas."

One retailer that learned the hard way was Lowe's, the home improvement store chain, which began selling Christmas trees last winter in generic fashion.

"I guarantee that Lowe's will not be selling 'holiday trees' this year," Sharp said.

By Robert Knight, former director of CWA's Culture and Family Institute and current director of the Institute on Culture and Media at the Media Research Center. ■