

RadioShack Launches Perverted TV Ads About Sex Talk With Kids

American Family Association sent an Action Alert to its friends and supporters Tuesday, encouraging them to contact the technology retailer RadioShack about its recent airing of crude, sick and disgusting television ads that feature young boys in a failed humorous attempt at using sexual innuendos.

Both commercials include a father and a young son. In "The Talk," the dad approaches his son and says, "I think it's time we had a little talk about 'protection.' I know you just want to get out and show it off, but you can't just go swingin' it around all willy-nilly, trying to impress the girls. You gotta be careful." He then displays and refers to a tablet, remarking, "This glass is fragile."

In another ad, "Laundry," a dad enters the room with a laundry basket and says to his son, "Mom just finished laundry. Anything you want to tell us?" The boy has a guilty look on his face and replies, "Sometimes I have these funny feelings and I'm not sure what's going on, but I looked online and it said it was normal." The dad has a dumbfounded look on his face and says, "Uh, you left your phone in your jeans, and it went through the wash."

"Both of these ads are clearly designed to portray young boys engaging in sexual situations—flashing and masturbation," said AFA President Tim Wildmon. "The RadioShack ads are immature, juvenile and downright distasteful. RadioShack is already in deep financial trouble, so why would they do anything to offend customers? The company is in danger of being de-listed by the [New York Stock Exchange]. At last check, RadioShack's stock price was down to [less than 65 cents] per share, with

financial analysts suggesting it is headed for bankruptcy.”

Those concerned should take action in the following ways:

- Call 1-800-843-7422 and ask for CEO Joseph C. Magnacca to voice your concerns about the latest RadioShack ad campaigns. You can also ask for Andrea McCauley in the public relations department.
- Send an email to RadioShack. AFA has prepared a message that you can send immediately to CEO Joseph C. Magnacca and corporate executives. Click [here](#) to email letters to CEO Joseph Magnacca, and to the public relations department to the attention of Andrea McCauley. You can also email them directly at these email addresses: @ and @.
- Make a comment about the commercials on RadioShack’s Facebook page [here](#).