

Quick Search

 more info...

More search options

[Help](#) ▶

[Ask Us](#) ▶

[Privacy Statement](#) ▶

[About PR Newswire](#) ▶

[Log Out](#) ▶



2004 Presidential (Mis)speak daily Calendar. (PRNewsFoto)
SKANEATELES, NY USA 11/12/2003

Nov 12, 2003 05:20 ET

Yahoo Rejects Banner Ads for George W. Bush (Mis)Speak Daily Calendar: 'Deemed Not Appropriate'

SKANEATELES, N.Y., Nov. 12 /PRNewswire-FirstCall/ -- After agreeing to a contract with Outland Books to run advertising for the George W. Bush (Mis)Speak Series of books and calendars, the giant Internet portal, Yahoo!, has decided to pull the ad campaign, according to Jim Pepe of Outland.

(Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20031112/NYWFNS3>)

Kristen White, a Yahoo! representative, told Outland the action was taken because the content was "Deemed Not Appropriate" by a review board made up of Yahoo! "executives and legal representatives." The decision, according to White, was based on a Yahoo! policy not to run "politically-oriented" advertising. The rejected banner ad can be viewed on Outland's website, www.outlandbooks.com.

The decision by Yahoo! reflects a trend in which the 2004 version of last year's Best-Selling calendar has been blocked by many retailers and merchandise buyers. Despite stunning sales data for the 2003 President Bush (Mis)Speak calendar, many of the nation's largest retailers have shied away from the latest fully updated compilation of humorous presidential quotes, according to Pepe.

In many U.S. and U.K. markets last year the 2003 (Mis)Speak title outsold history's best-selling calendar, *The Far Side*, by up to four times. Nevertheless, says Pepe, "Outland has struggled to deliver the title broadly into the retail marketplace."

Robert Brown, editor of the (Mis)Speak Series expressed both shock and concern that the content of the books and calendars would be viewed as political. "The mood in the country seems to be one of intolerance," says Brown. "The (Mis)Speak Series simply represents a compilation of George Bush malapropisms and oratorical meanderings and yet the humor is often maligned as being a vicious attack on the president and even the nation."

Nevertheless, the large chain bookstores have embraced the (Mis)Speak title, with Borders, Barnes & Noble, Waldenbooks, B-Dalton, and Books-a-Million stocking large quantities of the 2004 President Bush quote calendar.

Described as a "National Sensation" by ABC News, the 2003 (Mis)Speak daily calendar was reported to be the #1 Best Selling calendar in the United States last year by the Associated Press. It also claimed the #1 spot at Ottakars, one of England's largest book chains.

The 2004 (Mis)Speak daily calendar (\$11.99) is also available online at: www.outlandbooks.com.

Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20031112/NYWFNS3>
AP Archive: <http://photoarchive.ap.org/>
PRN Photo Desk, photodesk@prnewswire.com

Source: Outland Books

CONTACT: James Pepe of Outland Books, +1-315-685-8723, ext. 12, or
pepe@bushcalendar.com

Web site: <http://www.outlandbooks.com/>

NOTE TO EDITORS: Robert Brown and Jim Pepe are available for interviews. Review copies available.

Related Links



Yahoo Rejects Banner Ads for George W. Bush (Mis)Speak Daily Calendar:
'Deemed Not Appropriate'

[◀ Back to Headlines](#) :: [Printable Version](#) :: [Email this Release](#)

[Return to top](#) 

[Terms and conditions of use apply](#)
Copyright © 2004 [PR Newswire Association LLC](#). All rights reserved.
A [United Business Media](#) Company