

CONNECTOR

Major Pro-Life Educational Push

By **Bradley Mattes**

President, Life Issues Institute

Between now and late June scores of Americans will be focused on the issue of abortion and how the US Supreme Court will rule on the *Dobbs* late-term abortion case in Mississippi. *Dobbs* has the possibility of overturning or seriously impacting *Roe v Wade* that legalized abortion throughout pregnancy and has to date taken the lives of more than 63 million unborn babies – equal to the entire population of Italy.

Life Issues Institute will capitalize on this window of opportunity to educate millions of Americans to the truth about abortion and help prepare society for life without abortion. The abortion industry and its supporters are channeling Chicken Little, declaring that the sky will fall, and thousands of women will die if abortion on demand is ended. We intend to demonstrate that the opposite will occur. Women, men, and their babies will flourish in a society that respects and protects innocent human life.

Our Strategic Plan

To accomplish this goal, we plan to utilize our existing relationships with radio stations across the nation. We already educate over 18 million listeners each week with our daily commentary, *Life Issues*, but there is more we can do. This new project will advance strategic radio and video messaging that we believe will be effective in two important ways. First, we will reach secular audiences that are ambivalent about abortion yet could be persuaded with the right approach and messaging. Second, we will demonstrate to our Christian base that reversing *Roe* will not result in the abandonment of vulnerable women facing unexpected pregnancies.

We have three strategic messages for America.

First, America's abortion laws inflict harm on its citizens. This project will emphasize that late-term abortions are far more prevalent than most individuals imagine and are largely done for reasons that would appall them – that is because of social and economic circumstances.

We intend to put human faces on the tragedy of abortion. We will share the heartbreaking, personal stories of men and women who were victimized by the abortion industry and experienced late term abortions – abortions that would be stopped with the Mississippi legislation.

Second, we will demonstrate that America's abortion laws are extreme compared to the rest of the world. The US is one of only seven nations that allows abortion until birth. We are in the unfortunate company of ruthless countries like China and North Korea. Further, America has outpaced the "progressive" values of 94% of Western European nations that limit abortion to under 15 weeks.

Roe was based on science that is a half-century old. We will stress the need to follow modern medicine when crafting America's laws governing abortion.

Third, we will reveal the stunning beauty of the developing baby in the womb at fifteen weeks, the point at which Mississippi's law would end legal abortion. For example, babies have fully developed hearts that pump 26 quarts of blood each day. They can taste, swallow, and suck their thumbs. Babies at this age already demonstrate a preference of using a right or left hand. They can feel pain, including the pain of a violent and deadly abortion.

Life Issues Institute will produce two half-hour radio specials that fully utilize this messaging. In the past we have depended upon the good will of Christian radio broadcasters to donate airtime. This project will pay for placement on targeted radio stations to reach major metropolitan areas.

Our messaging will prioritize secular stations.

The Broadcast Footprint

We plan to air the first program in April on each of our targeted networks and radio stations during prime weekend programming. The second program will air in early June on the same stations and networks while interest peaks before the Court makes its ruling public, traditionally at the end of June.

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Why radio? In spite of the many forms of communication available today, radio reaches 92% of the population every week.

Our Strategic Digital Plan

It's not enough to produce quality programming. We must reach the widest possible audience. Digital promotion allows us to target specific audiences while accurately measuring its impact.

Life Issues Institute will create two distinct social media campaigns. One targeted for a secular-based audience, the other for a Christian-based audience.

We will use both the audio and video footage of our guest interviews. Each will be formatted into customized brief messages that will strategically target audiences on social media. Our goal is to reach an additional hundreds of thousands of viewers and listeners. They will be directed to a

website landing page to watch or listen to the full interviews and have access to related educational resources.

Both campaigns will take the most compelling clips from the full radio segment and repackage them for social media. We will create short engaging videos and advertise them to a geo-targeted audience that closely matches the broadcast reach of the radio stations in both campaigns. Digital promotion allows us to know exactly how many views, visits and engagements took place.

The more Americans understand the truth of abortion, the more they will reject abortion. Pro-life education is the foundation on which we will change hearts and minds and move people to defend the lives of our most vulnerable citizens.

Our thanks to the many donors who made this major educational push possible. 🌀

Pro-Life Capital of Latin America

By **Bradley Mattes**

President Life Issues Institute

A presidential election means life or death when it comes to the administration's position on abortion. We've experienced that vividly with Donald Trump, the most pro-life president in America's history and Joe Biden, the most pro-abortion. Further, that political influence – in favor of or against the unborn – is felt well beyond our nation's borders.

I serve in a volunteer capacity as president of the International Right to Life Federation. We have been elated with Guatemala's president, Alejandro Giammattei who assumed office on January 14, 2020. Since then, he has been a pro-life sensation in Latin America.

While speaking at an event in Washington, DC this past December, President Giammattei announced his intention to declare Guatemala the pro-life capital of Latin America at a March 9, 2022 event. He stated, "Every individual deserves to have their lives protected from conception to natural death. ...It is totally false that abortion is a human right. Any effort to try to impose abortion in a country is undue interference in international affairs."



President Giammattei

During his time as president, Giammattei has already experienced the interference he warned about. A recent Democracy Summit hosted by the White House denied the Guatemalan president an invitation to attend even though the country is a democratic nation.

It is widely believed that the snub is a result of Giammattei's solid pro-life credentials, a position he holds both from a perspective of faith and his profession as a medical doctor. "Life should be protected from conception," he said.

Further, President Giammattei is leading an initiative in his country to advance policies that will both protect innocent human life from conception and defend the family.

All of this likely indicates Mr. Biden is not yet finished with the Guatemalan president. In the past, we have seen adversarial administrations withhold funding and other forms of support in order to pressure pro-life nations to pass laws allowing unrestrained abortion on demand.

Something tells me Alejandro Giammattei is up to the challenge. 🌀

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Overcoming the Pressure to Abort Challenging Pregnancies

It's a daily occurrence. During a routine sonogram, parents are given the devastating news that their unborn baby suffers from a medical condition. The expected happy event of seeing real time images of their cherished baby quickly turns to dread and sorrow. Then bad goes to worse when the doctor suggests they kill their baby by abortion. Evidence shows that many doctors and other health professionals recommend abortion at the first sign of a challenge with the pregnancy.

In too many cases the advice goes beyond presenting abortion as an option. Parents have reported enduring repeated advice to abort even when parents make their stand against abortion clear. Others have experienced intense pressure, intimidation, applied guilt or worse.



Matt and Courtney Baker
with daughter Emmy

Courtney and Matt Baker said their doctor mocked and bullied them to abort their daughter who was diagnosed with Down syndrome. They stood strong against the pressure to abort Emmy and are

now enjoying the many blessings she has been to their entire family.

Jenny Foster gave into the doctor's advice and spent the next 21 years struggling to cope with her decision to abort her baby diagnosed with serious but treatable health conditions.

Medical professionals rarely if ever use the a-word. Instead, it's disguised in soft-sounding phrases like "early induction" or "ending the suffering of your child" even when there is no evidence to suggest the baby is in pain or distress.

Life Issues institute produced a half-hour radio special called Say 'yes' to LIFE! that aired on hundreds of radio stations. These personal stories, combined with the advice of Dr. Dan Wechter, an OB/GYN specializing in high-risk pregnancies, is equipping parents to reject advice to abort their babies. In addition, we're providing resources and mentors — parents who have walked in their shoes — to help them navigate their crisis pregnancy.

If you or someone you know is faced with a devastating diagnosis for their unborn child, we have the resources to help parents say 'yes' to LIFE! Please check out our website at lifeissues.org for more information. 

In Case You Missed It

Susan B Anthony List and Life Issues Institute have decided we can both be more effective as independent organizations. We continue to work together on a variety of projects, including our major educational push.

We Need You

The vital work of Life Issues Institute is possible only by the support of people like you. We are enticingly close to a major victory at the Supreme Court. So please consider a generous donation to help our life-saving work continue. You can mail a check to: Life Issues Institute, PO Box 785, Florence, KY 41022, or give online at LifeIssues.org



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Life Depends Upon It!

This year we may see the US Supreme Court reverse *Roe v Wade* or significantly impact its effect by simply upholding the *Dobbs* late-term abortion case. Either scenario would be a *huge* victory for America's unborn babies and their parents.

Reversing *Roe* would not end abortion but would give states the rightful authority to pass protective laws that reflect modern science and human compassion.

God willing, with this new reality, it is of paramount importance we vote pro-life at every opportunity, regardless of whether we think the candidates will vote on abortion. Elections for city council, board of education, zoning board, state legislator, or governor may all result in life or death for unborn babies in your community and state.

During every election learn how every candidate stands on abortion and vote only for those who are pro-life. Life depends upon it! 



Find resources and the latest Pro-Life news and commentary at [LifeIssues.org](https://www.LifeIssues.org)