

CONNECTOR

Bold New Programming to Reach Millions

Life Issues Institute is excited to announce a major new pro-life educational project for a post-Roe America.

The need for pro-life education has never been greater. Abortion extremists win only if they can keep Americans in the dark regarding the reality of abortion – what it does to babies and the devastation it often inflicts upon mothers and fathers.

Immediately after the reversal of *Roe v Wade*, pro-abortion activists began to spread intentional lies to frighten women. This included deliberate false claims that women would be unable to receive appropriate medical care when experiencing a miscarriage or ectopic pregnancy in states that prohibit abortion.



In order to combat these and many other lies, Life Issues Institute is launching a weekly half-hour radio program and podcast that will impact millions more than our existing projects. Both programs will have the same title, *Life Issues Straight Talk*, and be

hosted by Brad Mattes, president of Life Issues Institute.

His decades of radio and TV experience, combined with 47 years of pro-life advocacy, equip him to provide compelling content – both as situations unfold and in the form of basic educational information. Together this will provide a foundation for Americans to develop a robust pro-life belief system and make pro-life converts of family, friends,

coworkers, and fellow church members.

The new weekend radio program will air on mostly Christian stations throughout America and beyond. [Research](#) shows that 40% of women who have an abortion are active in church attendance. In spite of the many means of communication today, radio reaches 92% of the population. *Life Issues Straight Talk* will utilize satellite and FTP (web-based) technology that allows us to inform listeners as developments unfold.

The expanded weekend programming will enable us to reach a different audience than the daily radio commentaries – *Life Issues* – which airs on 1,347 radio outlets, broadcasting fresh commentary Monday through Friday. Every week, *Life Issues* educates over 18 million actual listeners.



Listeners of *Life Issues Straight Talk* will hear more in-depth commentary and conversations from the host and his guests, including experts in the field of the life issues and leaders of the pro-life movement.

The podcast will impact a different audience: Americans who may not be with us on abortion. But if presented with the right messaging, they can be persuaded to hold pro-life views. We will utilize social media platforms to reach this group of strategically targeted individuals. In addition to the podcast, video interviews with Brad's guests will be edited to capture the most compelling content and shared with persuadable individuals online.

Together this new programming will reach new audiences consisting of millions of listeners and viewers. 

Abortion Advocates Attempt to Rewrite State Constitutions

By Heather Valenzano

The pro-life community witnessed many [wins and losses](#) during the 2022 midterm elections. The most disappointing losses occurred in Michigan, Montana and Kentucky. Voters in Michigan supported a radical pro-abortion ballot measure. Meanwhile, voters in Montana and Kentucky rejected life-affirming ballot measures.

There was concern that the midterm results would embolden abortion advocates and money-laden organizations would swoop into red states to promote measures that would codify a “right” to abortion into state constitutions. Those predictions are coming to fruition. In Ohio, two separate campaigns aim to enshrine abortion “rights.”

One coalition, Ohioans for Reproductive Freedom, finished drafting the initial language for its proposed ballot measure. It plans to file with the Ohio Attorney General by the end of February.

Ohioans for Reproductive Freedom is made up of several pro-abortion groups, including Planned Parenthood Advocates of Ohio, Abortion Fund of Ohio, New Voices for Reproductive Justice, the Ohio Women’s Alliance, Preterm-Cleveland, Pro-Choice Ohio, Unite for Reproductive & Gender Equity (URGE) and the ACLU of Ohio. This well-funded coalition has hired Mission Control Inc. as a general consultant.

The second campaign, launched by Ohio Physicians for Reproductive Rights, is called “Protect Ohio Choice.” The group plans to place its ballot measure before voters in November 2023.

Specific details about these ballot measures are unknown at this point. We don’t know if either measure will allow any limits on abortion or any protections for the unborn. Ohio Right to Life [predicts](#) that the Ohioans for Reproductive Freedom measure will eliminate pro-life protections, thus



allowing abortion throughout all nine months of pregnancy. The current limit on abortion in Ohio is 22 weeks. If either measure is approved, the consequences will be horrific and deadly.

The campaigns in Ohio aren’t isolated incidents. Abortion advocates in South Dakota also aim to add a “right” to abortion to their state constitution.

Regardless of whether you live in a red state or a blue state, you should be aware of what is happening within your legislature. Pay attention to the laws, measures and amendments being proposed. If pro-abortion measures appear in your state, step up and voice your opposition. Educate yourself and those in your community. Be prepared to combat any attempts to rewrite your state’s constitution.

Pro-abortion advocates and politicians have been spreading [lies](#) ever since *Roe v. Wade* was overturned. They have lied about [prenatal development](#), and they have lied about how pro-life laws [affect](#) miscarriages and ectopic pregnancies. This trend continued into the 2022 midterms. They peddled falsehoods about the pro-life ballot measures in Montana and Kentucky, and they misrepresented their own ballot measures.

The way to counter pro-abortion extremism is to know the issue of abortion and be equipped to share it widely within your circle of influence, especially on your social media platforms. Other sources include email lists, word-of-mouth conversations and more.

Be prepared to discuss the [humanity](#) of the unborn [child](#). Know the legal [status](#) of abortion in your state. Reveal the lies perpetuated by pro-abortion activists. Expose the extremism of those who want abortion on demand until birth. Know the right [words](#) to use when talking with someone about abortion. [Life Issues Institute](#)’s website contains over 5,000 pages of pro-life educational information to help you.

One person can make a big difference in defending America’s unborn children. You are not alone. Together we can shine a light on the lies of pro-abortion activists and turn more hearts and minds toward LIFE. 

ACCESS LINKS IN OUR ONLINE VERSION AT [LIFEISSUES.ORG](#)

P O Box 785 / Florence, KY 41022
Phone: 513.729.3600. Email: info@LifeIssues.org
Bradley Mattes President & Publisher
Heather Valenzano Editor

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What Your Church Can Do to Ensure No Woman Stands Alone

By Heather Valenzano
Director of Communications

The fight for LIFE has intensified. Now that *Roe v. Wade* is overturned, pro-life advocates and community leaders must increase their support for pregnant and parenting mothers and fathers.

Our 2023 Sanctity of Life radio special, *No Woman Stands Alone*, highlighted the need for churches to become more

one – to turn to for help. Women who have experienced abortion believe they can't be healed or redeemed; they believe they can't overcome the sin of abortion.

Our message in the Sanctity of Life special to all pastors who are afraid of isolating women: *your silence on abortion causes isolation*. It unintentionally leads to more death and more suffering.

If you send a message of hope and love to expectant



involved in a post-Roe world. Brad Mattes and our guests – Alveda King, Amy Ford, Heather Lawless, Jill Stanek and Brad Bramlet – discussed why faith leaders and pro-life advocates should be more active in the fight for life.

Many pastors and churches avoid discussing abortion. Some believe the topic is too political, and others are afraid of angering or isolating people in their congregation. But as our guests eloquently stated, abortion is not a political issue. It's an issue of ministry to his or her congregation. It is the church's duty to speak the truth about abortion and to offer forgiveness to repentant hearts and support women and children in need.

Our guests are actively involved in the pro-life pregnancy center movement. Many of them observed how women often feel abandoned or unloved by the church. Women facing unplanned pregnancies believe they have nowhere – or no

mothers, they won't feel alone. Be present during times of fear. Let them know that you will walk with them during their pregnancies and beyond. Show compassion for women and men who have experienced abortion. Let them know that redemption is possible. Welcome them with open arms. Walk with them on their journey to healing and forgiveness.

Our special website landing page provides many [resources](#) for churches to get involved. Organizations like [Embrace Grace](#), [Reliance Ministries](#) and [Her PLAN](#) are designed to help churches and communities love and support babies, mothers and fathers. By forming partnerships with pregnancy centers and pro-life organizations, churches can connect with mothers and provide the resources they need.

To learn how you – and your church – can ensure that *no woman stands alone* in a post-Roe world, listen to the special at lifeissues.org.



LIFE ISSUES INSTITUTE

SAVING LIVES THROUGH PRO-LIFE EDUCATION

P O Box 785 Florence, KY 41022

Investigate Your Local Independent Pharmacy

By Bradley Mattes

President

The FDA in cooperation with the Biden administration is now allowing physicians to write prescriptions for the dangerous chemical abortion pills, and pharmacies will be permitted to fill them. RU 486 – also known as mifepristone – has no other purpose than killing an unborn baby, which makes doctors who write the prescriptions abortionists and pharmacies that sell the drug an arm of the abortion industry.

CVS, Walgreens and Rite Aid have announced they will stock and sell these deadly pills. If you live in a state that does not restrict the accessibility of chemical abortion pills and use one of these mega chain pharmacies, investigate area



independent pharmacies to determine if any refuse to stock RU 486. If one is located, please consider moving your prescriptions to that pharmacy.

Independent and standalone pharmacies are known for giving better, more customized service. One that shows respect for unborn children generally demonstrates better service, care, and concern for all its customers.

One pro-life pharmacist said, “We will not give these dangerous pills to unsuspecting women who take them on their own and may bleed to death. We also don’t want to be part of inflicting life-long regret in the minds of countless women.”

By transferring your prescriptions to an independent pro-life pharmacy, you will likely receive improved service, and most importantly, you will not support a business that is literally an arm of the abortion industry.

