

Our Talk Radio Campaign for Life Continues

Our Talk Radio Campaign for Life continues today, June 23, with a full-length interview on **LIFE!LINE** with Craig Roberts on KFOX 1100, the San Francisco Bay Area's leading Christian station. This is a drive-time show with lots of listeners.

We'll be discussing everything from the economic impact of abortion to the current oil spill crisis in the Gulf and what they have in common. It promises to be an exciting show.

The program begins at 8 pm EST (5 pm PT) and the interview will begin around 8:10 EST right after the news. To listen live and online, go to: <http://www.kfax.com/LocalHosts/50/> Or just go to <http://www.kfax.com> and click on the appropriate links for LIFE!LINE.

Later, you will also be able to listen online via a podcast using iTunes. We'll post a link to the interview on this website as soon as it is available.

I did another interview this week on National Pro-Life Radio (NPLR) with Day Gardner, founder and president of Black Americans for Life, for her Daily Life News program.

NPLR is an online station that features podcasts of such well known hosts as Fr. Frank Pavone, Jay Sekulow, Steve Peroutka, Day Gardner and others. For technical reasons, it is best accessed *using Internet Explorer*. Just go to <http://www.nplr.net>. Click on "broadcasters" and then on "Day Gardner." If you don't have *iTunes*, you may be prompted to download it. That's good to have, and it is FREE.

To make access easier, we will also post a link to the podcast on our website.

At the March for Life this year I was blessed with an interview on EWTN about the economic impact of abortion with Damon Owens, the talented spokesman for family values from Newark, NJ.

We hit all the high points about the impact of abortion on the nation's economy. To date, 52.8 million abortions have cost us more than \$39.5 trillion in lost GDP. And that keeps rising by \$2.5 trillion every year. It represents the biggest, long term fundamental drag on the U.S. and world economy in history. However, that is just a small part of the price we will have to pay if America fails to embrace a culture of life. The spiritual price is even higher.

I did another 1-hour interview on the "Drew Mariani Show" for Relevant Radio, a group of 35 Catholic radio stations in the Midwest with a potential reach of 30 million listeners. You can find a link to that interview below.

This brings to 18 the number of interviews we've done in our Talk Radio Campaign for Life. With syndication, we've been on 1374 stations for a total of 8 plus hours of broadcast time. Unquestionably, this is the most cost efficient method there is to spread the pro-life message. However, we urgently need your help to continue. With funding, we could do a dozen of these every month.

This is in keeping with our communications strategy of trying to reach the broadest possible audience with our message. In recent years, the number of abortions has been declining by a very modest 1.1% a year. At that rate, it will take 200 years for the number of abortions to decline to where it was before *Roe v. Wade*. We urgently need to do much better than that.

We believe that a 10% a year decline is possible with a more effective communications strategy that reaches the whole market – especially the 13 to 25 age group where half of all abortions occur and young parents with pre-adolescent children. Effective communication to these groups is the key to changing hearts and minds for the future. Talking to older folks may make us feel good, but it won't change future abortion trends.

With this change in strategy by the whole movement, I believe that we could cut the number of abortions in half every 6 or 7 years. And that is precisely our goal.

Unfortunately, that's not going to happen as long as the pro-life movement spends 80% of its resources talking to "the choir" or waiting until women come for an appointment at an abortion clinic before trying to talk them out of it. That's much too little and too late. There is much to recommend some of these efforts, but not at the expense of reaching young people whose minds and hearts are still open or working with families who are raising the next generation of children.

The great Peter Drucker put it succinctly when he wrote: "Non-profits have to distinguish between moral causes and economic causes. A moral cause is an absolute good. Preachers have been thundering against fornication for five thousand years. Results, alas, have been nil, but that only proves how entrenched evil is. The absence of results indicates only that efforts have to be increased. This is the essence of a moral cause. In an economic cause, one asks: Is this the best application of our scarce resources? There is so much work to be done. Let's put our resources where the results are."

I spent 40 years in marketing trying to convince clients just which half of their advertising budgets was really working. The pro-life movement is no different. That's why we must stop spending 80% of our budgets "talking to the choir" and start targeting the whole audience – especially young people and families who will make a difference on what the next generation does about abortion.

That's also why we focus on hot button issues like the economic and social consequences of abortion. We have to awaken people to the reality that abortion is destroying our whole future as a nation.

If you want to put your pro-life dollars where they can make a much bigger difference, please support this program as generously as you can. Your dollar can make a difference.

"For want of a nail, the battle was lost." You can help put a nail in the coffin of abortion by sending your gift today to: Movement for a Better America, PO Box 472, Mt. Freedom, NJ 07970.

**We can reach a million households a month via talk radio.
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