



### Which Issue Is Being Ignored This Election Year?

- A. The Economy?
- B. National security?
- C. Abortion?

Answer: C—Abortion. Sadly, baby killing hardly makes the list of issues Americans are concerned about this election year. The number one issue for voters according to the Gallup organization is the economy. Americans care more about their pocket books than the lives of the unborn. But, because of you, that is all about to change.

The Center for Bio-Ethical Reform (CBR) Midwest is poised to launch the Reproductive Choice Campaign (RCC) in key swing states like Ohio, Michigan, and Florida in October, 2008. RCC is unlike anything ever undertaken in the pro-life movement. CBR’s fleet of box-body trucks display high-resolution signs juxtaposing the reality of abortion (a picture) with its abstraction (the word "choice"). Since abortion advocates love to talk about "choice", it is time for voters in these key battleground states to see what that "choice" does to unborn children. We call the effort the Key States Initiative.

**PLEASE SEND CBR MIDWEST THE BEST GIFT YOU CAN TO HELP PURCHASE NEW RCC TRUCK SIGNS FOR THE UPCOMING KEY STATES INITIATIVE IN OHIO, MICHIGAN AND FLORIDA.**

Voters will continue to trivialize abortion as "the lesser of two evils," or as "a necessary evil," so long as it is allowed to remain an invisible abstraction. Pictures make it impossible for anyone with a shred of intellectual honesty to maintain the pretense that "it's not a baby" and "abortion is not an act of violence." Unfortunately, most TV stations, newspapers, and magazines in America refuse to show American voters what abortion actually does. As such, CBR has poured great energies into finding ways around these media gatekeepers. The roadways of Ohio, Michigan, and Florida will become our chief venue for the Key States Initiative (KSI) this fall. We want voters to be very bothered by this massive and hidden injustice, even if we are hated in the process. CBR may not be popular, but we are effective.

Here is testimony of our effectiveness:

*My local TV news station did a story on your trucks on the evening news. I have a message for you. Please, no matter who does what, don't give up doing what you're doing. I was dancing in my living room as I watched. The cameras, the security cars, the letters to the local police departments notifying them ---you've covered all the bases. My family not only considers what you do as exceptional, we call it magnificent!"*

For decades pro-lifers have NOT been successful in getting abortion pictures on TV and in newspapers. Why? Because media gatekeepers don’t want to anger post-abortive parents by airing or publishing our abortion images. With the advent of RCC, however, that is all changing because media is driven by ratings and controversy sells. TV, radio, and newspapers generally refuse to cover abortion but they often cannot resist covering the controversy created when our gigantic abortion signs roll into town. Despite the historic blackout on the truth regarding abortion, RCC succeeds in forcing mainstream media outlets to cover the controversy created by our huge mobile abortion signs. When covering RCC, some TV news broadcasts show abortion uncensored. Others blur the signs (see right) but include a disclaimer explaining how graphic the signs are. Either way, the message is loud and clear: Abortion is an act of violence that kills a baby. For the first time since abortion was legalized, the pro-life movement through CBR has succeeded in getting abortion pictures on television and in newspapers. The “ripple effect” of media coverage is hard to estimate. With your prayers, RCC will educate voters about abortion in key states before November’s election.



**Censored TV coverage**



**Uncensored TV coverage**

We need your help to replace our badly worn and faded RCC truck signs with new higher resolution signs.

- **Your gift of \$2564.00 purchases 6 new signs for our RCC trucks.**
- **Your special gift of \$542.00 buys 1 new side sign for one of our RCC trucks.**
- **Your special gift of \$198.00 buys 1 new rear sign for one of our RCC trucks.**

According to Politico.com, Ohio, Michigan, and Florida are numbered among the key battleground states this election year.

God willing, the Key States Initiative will visit 10 Ohio cities, 8 Michigan cities, and 13 Florida cities by November 4. In addition to needing new RCC signs for the upcoming KSI tour, CBR Midwest needs funding to pay for expenses such as fuel, tolls, food, and housing. The entire three state KSI tour will cost CBR Midwest \$24,500.

Let me be clear, CBR's mission is to educate people about abortion. We do not get involved in partisan politics. However, elections are great opportunities to educate voters, and assist them in becoming educated about abortion before they cast their vote. We utilize the atmosphere created during election time to win hearts and change minds. KSI forces abortion onto the political agenda by raising awareness in a powerful way.

**YOUR GIFT OF \$250 PAYS FOR FUEL FOR ONE RCC TRUCK TO DISPLAY ABORTION IMAGES FOR TWO FULL DAYS IN FLORIDA, OHIO, OR MICHIGAN.**

Like successful social reformers before us, CBR utilizes images of injustice to educate people. As in the past, words alone are inadequate to describe an evil of this magnitude. The social reformers of the civil rights, anti-war, and anti-child-labor movements frequently used graphic pictures to dispel confusion about the social evils they sought to end. Mahatmas Gandhi once said "Injustice must be seen to be understood." Dr. Martin Luther King Jr. said he was going to "shame America before the world." King forced the injustice of racial segregation onto TV screens and the front pages of the newspapers by making white racists act out in public what they had heretofore only done in secret.

King discussed his tactics of non-violent resistance in an open letter to Pastors from the Birmingham jail. He wrote that his tactics would create "*a crisis and establish such **creative tension** that a community is forced to confront the issue.*" These tactics, he remarked "*seek to dramatize the issue so that it can no longer be ignored.*" According to King, in order to have social reform, people must be bothered by injustice because "*privileged groups seldom give up their privileges voluntarily.*" The fact is, Americans are not bothered enough by abortion. Thankfully, because of you, that is all about to change.

The methodologies of the past 35 years have failed. Many of these failed methods have been predicated on gaining someone's consent first before educating them on abortion. Seeking permission to educate people who are reluctant to learn more is a strategy doomed to failure. On the other hand, confronting the culture with truth creates positive tension so that injustice can come out into the open where it can be appropriately dealt with. Using pictures of abortion in the public square successfully educates people who normally refuse to be educated any other way.

**YOUR GIFT OF \$100 PAYS FOR FOOD FOR OUR ENTIRE KSI TEAM FOR TWO DAYS IN EITHER FLORIDA, OHIO, OR MICHIGAN. PLEASE HELP.**

People of conscience can be counted on to choose correctly. CBR believes that "With God all things are possible." When we provide the evidence that abortion is an act of violence, God moves in to save babies and change minds. Please do what you can to help us save lives, change hearts, and educate voters during this crucial election year.

Mark Harrington, Executive Director, Center for Bio-Ethical Reform Midwest

PS—This just came in over my email. "*I am currently 9 and a half weeks pregnant . . . Seeing the photos, has made me realize that I am already carrying a real live child, with hands and feet, and there is no way I can end that . . . Again, thank you for helping me see.* Women, just like this one, need to see CBR's photos. Please help us reach them.



**With your help, new mobile billboard signs like these will be coming to cities in Ohio, Michigan, and Florida before election day 2008.**