



Center for Bio-Ethical Reform



July 2010

Dear Pro-Life Friend,

PICTURE THIS—CBR’S GRAPHIC ABORTION VIDEO PLAYING ALL DAY LONG ON A LARGE SCREEN HIGH DEFINITION TV IN THE BUSIEST TRAFFIC AREA OF A COLLEGE CAMPUS. WE CALL IT - GAP TV.

Fr. Frank Pavone of Priests for Life has stated correctly that America “needs to see abortion before America will reject abortion.” If the mainstream news media: CNN, FOX News, NBC, etc. would broadcast CBR’s abortion video on national TV, America would soon end the killing. But since the media is covering up abortion, we must show Americans what abortion is. In order to increase our life-saving efforts, we are NOW going to feature our abortion video in our campus exhibit.

Currently, in order to view our abortion video, students must go to <http://www.abortionno.org/>. In other words, they must come to us. Until now, CBR’s abortion video has only been available to those seeking it out on the Internet. In order for someone to watch the video, they would need to search the web, find us, and then choose to view the video online. Even though the online version of our video has produced amazing results, it is too much to expect students to seek out our website. We must take the truth of abortion to them.

Over the years, CBR has learned a valuable lesson about social reform. Successful reformers have always succeeded in educating the broader culture about injustice despite people’s unwillingness to be educated. Like the social activists of the past (civil rights, child labor, women’s suffrage, etc), CBR’s entire outreach is based on the proven method of force-feeding unpleasant facts into people’s heads in order to get them to think.

Including abortion and prenatal development video in our campus outreach makes it virtually impossible for students to ever ignore or trivialize abortion again. Pro-life strategies predicated on gaining consent are doomed to failure. For over 37 years, the pro-life movement has relied primarily on consensual approaches (talks, marches, rallies, etc) to reach people. Sadly, these efforts have proven to be a dismal failure. Additionally, CBR’s harnessing of the newest technologies is essential to keep pace with the youth culture. Please help us implement this bold new media strategy into our campus outreach. The plight of pre-born babies and their parents demands it.

ONE LARGE-SCREEN OUTDOOR TELEVISION (GAP TV) WILL COST CBR \$8,594. PLEASE SEND US YOUR GIFT TODAY SO WE CAN SAVE MORE BABIES THAN EVER BEFORE!

GAP TV has never been tried before. CBR is a research-and-development organization that never settles for the status quo. With your help, CBR will display our campus exhibit, complete with GAP TV, this fall. GAP TV will usher in a new era in pro-life college outreach. As effective as GAP has been to date, we always strive to be even more effective. GAP TV ups the ante. The babies and their parents deserve nothing less. GAP TV will be a game-changer.

Why GAP TV? Because VIDEO saves lives like nothing else... Read some of the many testimonies of babies saved and hearts changed by CBR’s online abortion video.

- *I was considering getting an abortion until I saw this [video] –22 year-old female, New Jersey.*
- *This video sickened me!!!!!!!!!!!! I am pro-life and have been pro-life, but nothing has made an impact about the decision more than this video... GET THIS VIDEO OUT THERE!!!!!!!!!!!! –from a CBR website survey.*

And out there, the video will go! It is time to bring CBR’s abortion video to the public square.

To view a dramatization of GAP TV on campus, go to <http://vimeo.com/12852159>

We realize that introducing CBR’s abortion video into our campus exhibit will be welcomed with opposition from both pro-abortion advocates and some pro-lifers. The history of social reform proves that effective reformers are seldom liked and liked reformers are seldom effective.



GAP TV takes our best tool and delivers it to our target audience—college students.

CBR cares about saving babies and is willing to pay the price to do so. Lord willing, starting in September, 2010, CBR will bring our powerful abortion video to university campuses all across America including campus exhibits in New Jersey, Maryland, Indiana, Tennessee, Virginia, and Texas.

YOUR GIFT OF \$1,000 PURCHASES A GAS-POWERED GENERATOR FOR GAP TV. YOUR GIFT OF \$500, \$250, OR \$100 OR ANY OTHER SIZE GIFT HELPS US WITH OTHER GAP-RELATED EXPENSES.

This brings me to the issue of philanthropy.

I have often observed that most liberals want to change the world and many pro-life conservatives and Christians want to be left alone. There is no better example of this than Warren Buffet and Bill Gates. Recently, Gates and Buffett challenged many of the nation's billionaires to give at least half their net worth to charity ("The \$600 Billion Challenge," *Fortune*, June 16, 2010). Most of these billionaires are political liberals like George Soros and Oprah Winfrey. Gates and Buffet are driving to get the super-rich, starting with the *Forbes* list of the 400 wealthiest Americans, to pledge—literally pledge—at least 50 percent of their net worth to charity during their lifetimes or at death. This could amount to hundreds of billions if not trillions of dollars. Gates and Buffet not only give huge amounts of money to baby-killing, they are also using their tremendous influence to exhort and inspire other business owners to give huge amounts of money to kill babies, too. If their campaign succeeds, it could change the face of the abortion wars forever.

CBR has the winning strategy to bring legal protection to the children. We simply lack the means to carry it out.

Job #1: Prove that the baby really is a baby, developmentally entitled to rights of personhood from the moment of fertilization. We prove that visually, because the humanity of the baby is indisputably, but indescribably compelling—and we have the imagery to prove it.

Job #2: Prove that abortion is not the lesser of two evils. We need to prove that it is not a nominal evil, best left to personal choice, but an evil of sufficient enormity to justify criminalizing the act. We do that visually, because the inhumanity of abortion is indisputably, but indescribably, horrific—and we have the imagery to prove that.

Once we have forged a societal consensus on the two foundational facts above, every other pro-life project becomes dramatically more effective. More men and women will turn to CPCs for help *getting through* a crisis pregnancy than to Planned Parenthood for help *getting out* of a crisis pregnancy. More men and women will turn to post-abortion support groups for help in the confession/repentance/forgiveness process of healing. Voters will be more easily persuaded to support pro-life candidates and elected officials will be more easily convinced to defend life. Consumers will be more readily motivated to make economic decisions in defense of life. More pastors will preach against abortion, and more believers will be willing to give sacrificially to fund and staff effective projects at effective levels.

The pro-life movement's problem is not that we lack a viable strategy. Our problem is that we lack a viable funding base with which to fund the viable strategy we already have. I am urging you to view the Gates/Bufett abortion funding initiative as a way to inspire you to help us. We need your support now more than ever. We need you to identify and motivate pro-life business owners to offer a philanthropic counterpoise to Gates and Buffet. I am praying that you seize this moment and use it decisively.

Please contact me if you can help us with this important initiative to recruit donors who have access and influence.

In His Name,



Mark Harrington,

Center for Bio Ethical Reform and Pro-Life Institute

PS. Does GAP TV work to save lives and change hearts? Read this email from a 23-year-old female, "I was thinking about doing this [abortion] but after seeing this [video] I could never do it." Can you imagine the impact our video will have on campus?



Gates and Buffet laugh all the way to the bank by forming a pro-abortion cabal to challenge rich liberals to fund anti-life policies and organizations.