



BERNADETTE TASY

Media Relations Manager
Alliance Defending Freedom

Messaging

- True, concise, compelling statements
- Ever-evolving
- Communicate through:
 - Social Media
 - Media Interviews
 - Blogs, op-eds, letters to the editor
 - Video content
 - Advertisements

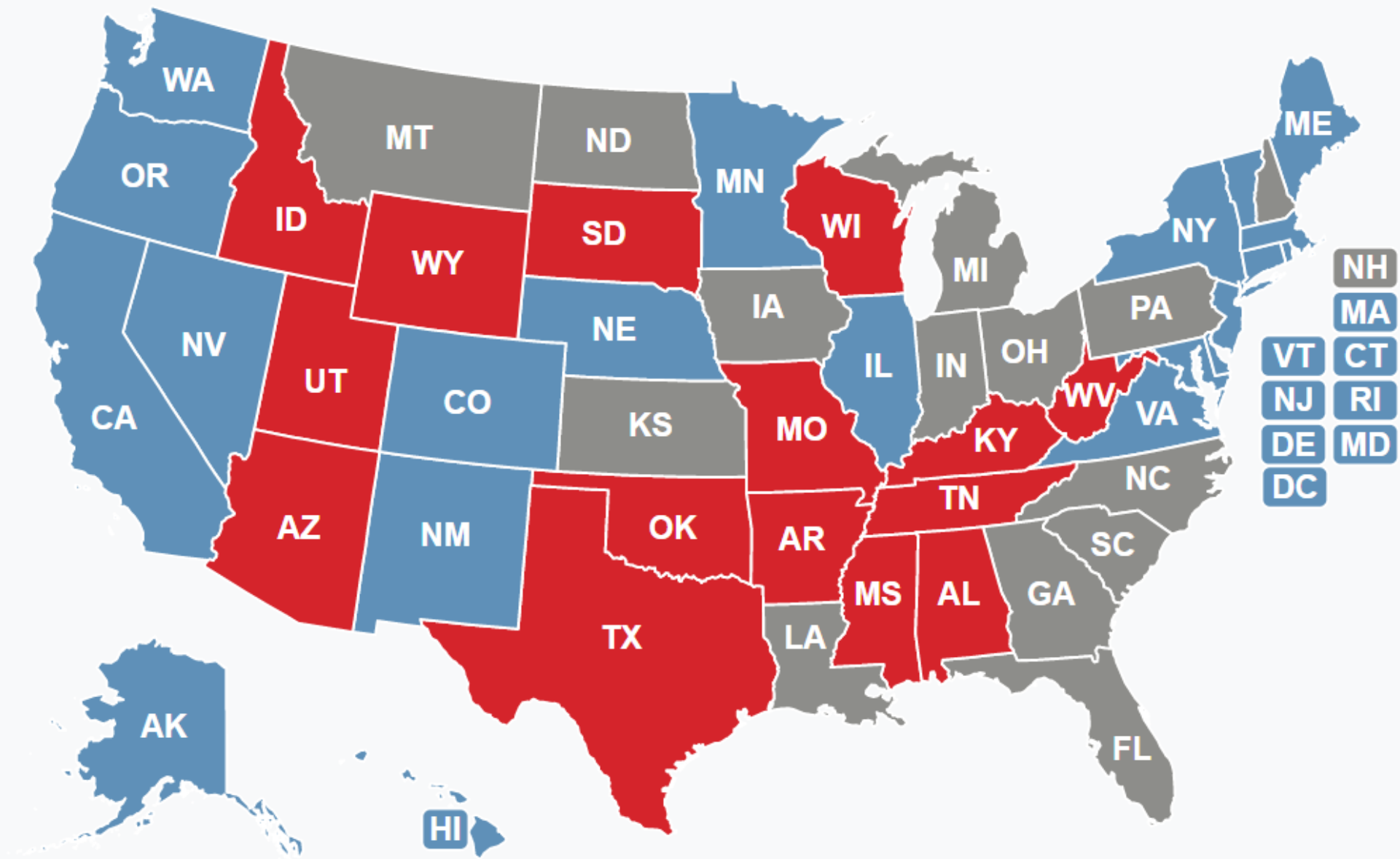
The Audience

- 2018 Gallup Poll:
 - 13% of Americans favor abortion in 3rd trimester
 - Majority of Americans oppose abortion in the 2nd trimester
- March 2022 WSJ Poll:
 - Americans typically favor 15-week laws like Mississippi's
- June 2022 Harvard Harris Poll:
 - Only 10% of Americans favor allowing abortion up to birth

<https://news.gallup.com/poll/235469/trimesters-key-abortion-views.aspx>

<https://www.wsj.com/articles/support-for-15-week-abortion-ban-outweighs-opposition-wsj-poll-finds-11648821601>

https://harvardharrispoll.com/wp-content/uploads/2022/07/HHP_June2022_KeyResults.pdf



● Protects life

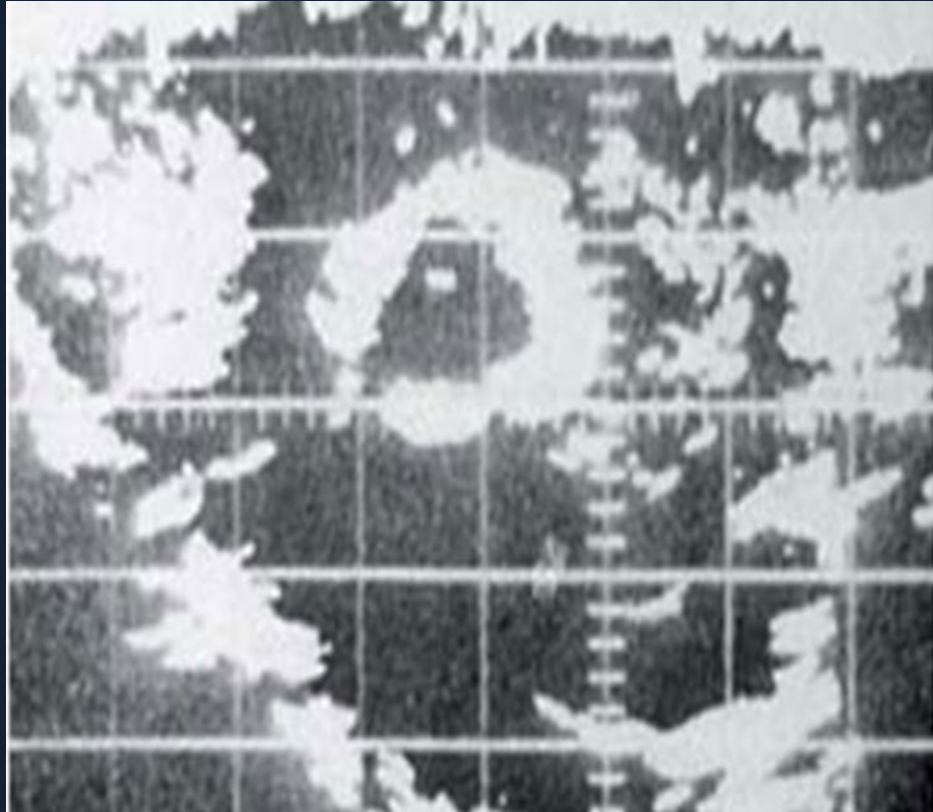
● Protects life in some circumstances

● Allows late-term abortions

Message Testing (Heritage Foundation, May 2022)

Themes to Highlight in Communications:

- The abortion industry is pushing extreme laws
- North Korea and China comparison
- Use “late-term abortion” when appropriate
- Discuss how we are prepared to step up for women
- “Scientific advancements” & humanizing the baby
 - “It’s wrong to permit abortion after 20 weeks, when a baby can feel pain, yawn, and suck her thumb”



15-week ultrasounds: 1973 vs. Today

Amici Curiae Brief for the American College of Pediatricians and
the Association of American Physicians & Surgeons, *Dobbs v. Jackson Women's Health Organization*



Alliance Defending Freedom – “Is Roe v. Wade Outdated?”

Strengths of Your State And Community

- MS: \$3.5 million tax credit for donations to pregnancy centers
- TX: unprecedented number of private and public programs providing housing, food, clothing, material goods
- Lincoln, NE:
 - At least 5 pregnancy centers/related services centers
 - St. Gianna Women's Homes
 - Housing, counseling, and other services
 - Pregnancy Center Lincoln
 - Free ultrasounds, free pregnancy tests, counseling after abortion

Reacting to Pro-Abortion Scaremongering

- Use this to your advantage
- Point out the abortion industry's motives
- Point out the pro-life movement's life-preserving purpose

Live Action News
@LiveActionNews

Just days ago, Live Action News documented that Planned Parenthood's website stated, "Treating an ectopic pregnancy isn't the same thing as getting an abortion."

Now, Planned Parenthood seems to have scrubbed the verbiage entirely.



The image shows two side-by-side screenshots of the Planned Parenthood website. The left screenshot shows a page with the heading "Can a doctor re-implant my ectopic pregnancy in my uterus? And is treating an ectopic pregnancy the same thing as having an abortion?" followed by text explaining that ectopic pregnancies cannot be re-implanted and that treating them is not the same as an abortion. A red box highlights the sentence: "Treating an ectopic pregnancy isn't the same thing as getting an abortion. Abortion is a medical procedure that when done safely, ends a pregnancy that's in your uterus. Ectopic pregnancies are unsafely outside of your uterus (usually in the fallopian tubes), and are removed with a medicine called methotrexate or through a laparoscopic surgical procedure. The medical procedures for abortions are not the same as the medical procedures for an ectopic pregnancy." The right screenshot shows the same page, but the highlighted text has been removed, and the word "ectopic" has been changed to "pregnancy" in the final sentence. A red box highlights the sentence: "Ectopic pregnancies are unsafely outside of your uterus (usually in the fallopian tubes), and are removed with a medicine called methotrexate or through a laparoscopic surgical procedure. The medical procedures for terminating a pregnancy in the uterus are usually different from the medical procedures for terminating an ectopic pregnancy." The date "revised 5/17/2022" is visible in the bottom right corner of the right screenshot.

10:52 AM · Jul 21, 2022 · Twitter Web App



Ryan Bangert

@ryanlbangert

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The abortion misinformation pouring out of the WH this morning is stunning. The EMTALA Guidance was NEVER about saving lives. It was ALWAYS about pressuring doctors to perform elective abortions.



THE WHITE HOUSE
WASHINGTON

whitehouse.gov

Statement from Press Secretary Karine Jean-Pierre on the U.S. District Court f...

Today's decision is a blow to Texans. Texas filed this suit to ensure that it can block medical providers from providing life-saving and health-preserving

10:20 AM · Aug 24, 2022 · Twitter Web App



Alliance Defending Freedom

@ADFLegal

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According to the 2015 @ACOG, an unborn child has a heartbeat in early pregnancy. But according to Woke 2022 @ACOG, she doesn't. A blatantly obvious attempt to advance a political ideology through a means of rhetoric.

#LifelsAHumanRight

at are considered suggestive, but not early pregnancy loss are listed in Table 1 heart rate (less than 100 beats per minute gestation) (16) and subchorionic hemorrhage (17). These findings warrant further evaluation (14).

Guidelines for Transvaginal Ultrasonographic Diagnosis of Pregnancy Failure in a Woman With an Intrauterine Pregnancy of Uncertain Viability

Diagnostic of Pregnancy Failure	Findings Suspicious for, but Not Diagnostic of Pregnancy Failure ¹
Length of 7 mm or greater and no heartbeat	Crown-rump length of less than 7 mm and
Mean sac diameter of 25 mm or greater and no embryo	Mean sac diameter of 16–24 mm and no embryo
Embryo with heartbeat 2 weeks or more after	Absence of embryo with heartbeat 7–13 days
owed a gestational sac without a yolk sac	that showed a gestational sac without a yolk sac
Embryo with heartbeat 11 days or more after	Absence of embryo with heartbeat 7–10 days
owed a gestational sac with a yolk sac	that showed a gestational sac with a yolk sac
	Absence of embryo for 6 weeks or longer
	menstrual period
	Empty amnion (amnion seen adjacent to yolk sac but no visible embryo)
	Enlarged yolk sac (greater than 7 mm)
	Small gestational sac in relation to the size
	(less than 5 mm difference between mean
	and crown-rump length)

from the Society of Radiologists in Ultrasound Multispecialty Consensus Conference on Early

2015

bill"

lly inaccurate to use the word "heartbeat" to describe the sound that can be heard on ultrasound. In fact, there are no chambers of the heart at the early stage in pregnancy that th describe, so there is no recognizable "heartbeat." The sound that we recognize as a heartbeat is the electronic impulses that signify fetal cardiac activity.

stead: "gestational age bans," or ide gestational age (such as "15-week ban" or "10-week ban")

Storytelling – Erin Hawley



OPINION

By **Erin Hawley** | **Fox News**

I had the privilege of serving as counsel to Mississippi in Dobbs. My daughter was about six months old when I was asked to help with the case. She traveled with me to Mississippi and to other places as Alliance Defending Freedom, the non-profit law firm for which I work, supported Mississippi in its arguments to overturn Roe.

My work on Dobbs—a case with the potential finally to return to the states the ability to value every life, no matter how young—was made even more meaningful by having an infant in tow. One memory stands out. Abigail and I had flown most of the morning and just managed to make a critical meeting in Mississippi. My babysitter had not arrived and Abbi needed a nap! Mercifully, she fell asleep in the stroller as we found the meeting room. But it wasn't long until she woke up—screaming. Despite the awkwardness of comforting a baby while trying to discuss legal strategy, I am grateful for the tangible (and loud) reminder of why Dobbs matters.

Storytelling – Dr. Anthony Levatino



Social Media

#LifeIsAHumanRight



Human Coalition Action @HuCoAction · Aug 25

Babies are very much alive in the womb. Life begins at conception.

#SaveTheBabyHumans #LifeIsAHumanRight #ValueLife #ChooseLife
#EndAbortion #Abortion #ProLife #RescueThePreborn #EndRoeVWade
#Roeverted



Alliance Defending Freedom @ADFLegal

The seven men who foisted [#RoeVWade](#) upon America wrote that motherhood “forces” upon women a “distressful life and future.”

50 years later, a legal team including several working moms (pictured: ADF's Erin Hawley) are living proof that the claim those justices made were false.



5:26 PM · Jul 13, 2022 · Sprout Social



Anglicans For Life @Anglicans4Life · Mar 29, 2019

Science proves that God's Fingerprints are all over Creation! [#prolife](#)
[#fetaldevelopment](#) [#DNA](#) [#lifeissacred](#) [#proscience](#) [#prowoman](#)



Private Conversations

- Ask lots of questions
- Find common ground
- Still highlight effective messaging themes:
 - Extreme nature of our abortion laws
 - Humanity of the unborn
 - What we can do to help women facing unplanned pregnancies
- Show compassion



ALLIANCE DEFENDING
FREEDOM

FOR FAITH. FOR JUSTICE.