



# The Caleb Report

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## PLANNED PARENTHOOD ABORTION NUMBERS UP—AGAIN Pro-Abortion Group Now Commits Nearly 20 Percent of U.S. Abortions

“Planned Parenthood is the world’s oldest, largest, and most trusted volunteer, not-for-profit reproductive health care organization.” At least that is how the Planned Parenthood Federation of America (PPFA) describes itself. PPFA has finally released its *Services Report* for 2004. (At this writing the group’s *Annual Report* had not been released.) And to the surprise of no one, it is guilty of taking the lives of a record number of preborn human beings.



Planned Parenthood®

“The core of Planned Parenthood affiliate medical service is contraception and accompanying health care and counseling,” the report states. PPFA says it “provided”

(for a price) in excess of 8.6 million “medical services” to more than 2.9 million people. (PPFA claims that nearly 74 percent its customers had incomes at or below the federal poverty level, which essentially means that tax dollars paid the bills). Not surprisingly, the group also claims it “helped to prevent approximately 617,000 unintended pregnancies.” All of this took place at PPFA’s 850 “clinics,” which are operated by its 122 affiliates nationwide.

PPFA claims that in 2004 more than 1.3 million people were “served” by its “educational programs.” This figure, which cannot be substantiated but helps to ensure public funding, includes people of all ages—“from pre-schools to universities, from prisons and social service programs to religious institutions and civic organizations.” The group’s programs focused on more than two dozen content areas, including AIDS/HIV, birth control/family planning, “family life education,” parent-child communication, puberty education, “safer sex,” sexual orientation and “homophobia,” sexuality education, sexually transmitted diseases, teenage preg-

nancy, and women’s health. PPFA even claims that it covered abstinence, but only as it defines the word.



PPFA claimed that its website logged nearly one million visits per month in 2004. (Many of these visits were by LDI staff.) If PPFA is to be believed,

its website for teenagers, teenwire.com, received approximately 800,000 visits per month. PPFA claimed its staff confidentially replied to more than 500 personal inquiries every week.

No PPFA report would be complete without a discussion of the group’s advocacy efforts. “The Planned Parenthood Action Network advocates for new policies at the federal and state levels that will advance comprehensive reproductive health care and responsible decision making,” the *Services Report* states. PPFA claims that its 2.5 million activists (not a chance) are “kept abreast of the latest policies and proposals affecting family planning and have an easy way to contact members of Congress via e-mail, fax, or postal mail” via its website.



PPFA continues to meddle in the affairs of developing countries where they often work to undermine local beliefs, traditions and laws. PPFA-International exists to increase access to “sexual health services and strengthens support for reproductive rights.” In 2004, PPFA-International programs provided “vital sexual health services and sexuality education” to more than 728,000 people in nearly two dozen countries.

As part of its ongoing war against children, PPFA’s abortion business continues to bring in more customers.

PPFA had sought to increase its share of the lucrative abortion market for many years and the abortion-committing behemoth has been remarkably successful in reaching its goals. While national figures generally indicate a decrease in the number of abortions, PPFA commits more every year.

PPFA confessed to killing 244,628 preborn human beings in 2003, which was a 6.1 percent increase from the previous year. One year later the group admitted to taking the lives of 255,015 human beings; an increase of nearly 4.3 percent. Twenty years ago, PPFA was directly responsible for more than 5.5 percent of all abortions committed in the United States. Today it is responsible for nearly 20 percent.

In 2003, PPFA referred 1,774 customers to adoption agencies, which was a 9.6 percent decrease from the previous year. In 2004, PPFA referred a negligible 1,414 customers to adoption agencies, a decrease of nearly 20.3 percent from 2003. “It should be clear to everyone that if a woman seeks to kill her child, PPFA will be there to commit the act—for a price. But if a woman wants to give birth to a healthy baby, PPFA kicks her out the door with a referral slip. After all, adoption is not where the money is,” Scott said.

death to anyone who will listen. And the worst part is that the Planned Parenthood hierarchy is proud of it.”

**BIRTH CONTROL AT A GLANCE\***  
P.P.F.A. 2002-2004

Method	2002	2003	2004
Oral	50.5	47.3	45.1
Non-Prescription Barrier	17.0	17.2	18.4
Progestin-only Injections	13.2	11.7	11.2
None	9.5	10.9	9.3
Other/Unknown	6.5	6.1	6.1
Combined Hormone Injections	1.1	4.0	0
Intrauterine Device	0.9	0.9	1.0
Prescription Barrier	0.4	0.2	0.3
Combined Hormone Patch	0.3	0.1	6.0
Fertility Awareness	0.2	0.2	0.1
Combined Hormone Ring	0.1	1.2	2.3
Implants	0.1	0.1	0

\* Of the men and women who received birth control, the data details the percentage of customers who were given each method, rounded to the nearest tenth of a percent.

PPFA’s profitable birth control business continues to “serve” people. While the use of oral birth control has seen a steady decline over the past few years, the Combined Hormone Patch and Combined Hormone Ring seem to have filled the gap.

Coincidentally, just this past summer the World Health Organization (WHO) released a statement from its International Agency for Research on Cancer (IARC) affiliate which revealed yet another consequence of using the unnatural to interfere with the natural. The combined estrogen-progestogen oral birth control, the statement said, has been found to be carcinogenic. The IARC placed the birth control method into the highest category of carcinogenicity. This classification is only used “when there is sufficient evidence of carcinogenicity in humans.”

Combined estrogen-progestogen is the most commonly prescribed method of artificial birth control. Worldwide, more than 100 million women and girls—about ten percent of all females of reproductive age—currently use combined hormonal birth control. Tragically, WHO is only now conceding what had been reported several years ago by the National Cancer Institute and other scientific bodies. Simply put, they found that this method of birth control substantially increases the risk of several types of cancer. A “significant increase” of the risk of breast cancer, as well as an elevated risk of cervical and liver cancers, was specified.



Researchers are ignoring the fact that millions of women and girls are currently being given carcinogenic chemicals, particularly in developing countries. Despite

**“SERVICES” AT A GLANCE**  
P.P.F.A. 2002-2004

“Service”	2002	2003	2004
Birth Control – Men	60,476	65,961	89,705
– Women	2,208,332	2,257,154	2,347,352
“Emergency” Birth Control	633,756	774,482	983,537
Tubal Sterilization*	680	744	601
Vasectomy*	2,522	2,576	2,480
Abortion	230,630	244,628	255,015
HIV Testing – Men	48,991	52,309	48,784
– Women	138,494	155,273	160,131
Prenatal	15,860	16,427	17,610
Infertility	325	465	386
Colposcopy	31,248	37,423	41,980
LOOP/LEEP	1,781	2,029	2,681
Cryotherapy	3,913	4,544	3,733
Midlife	10,575	11,232	14,532
Pregnancy Tests	1,081,772	904,201	1,073,728
Breast Exams/Care*	1,062,727	921,451	925,763
Adoption Referrals**	1,963	1,774	1,414
Primary Care	24,483	32,216	29,369
STD Procedures	1,255,036	2,452,930	2,527,609
Other	76,531	45,996	99,184
TOTAL – Duplicated***	6,878,078	7,961,514	8,645,591
– Unduplicated	2,757,294	2,811,885	2,933,101

\* Many more referred to other agencies.

\*\* All referred to other agencies.

\*\*\* Customers receiving multiple “services” were counted in each category.

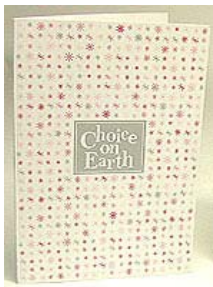
“Planned Parenthood has become quite adept at killing,” Scott said. “It continues to spread its doctrine of

the proven danger to the millions of women and girls who are regularly ingesting or inserting carcinogenic chemicals, the IARC did not recommend the immediate removal of combined estrogen-progestogen oral birth control from the market.

It is unknown whether the presence of estrogen/progestogen in the body leads to cancer or if it is the result of the hormonal shock the body experiences after the chemicals cause an abortion?

### CHRISTMAS NOT FOUND HERE

The Planned Parenthood Federation of America (PPFA) is selling its sacrilegious “Choice on Earth” holiday cards again this year. “Planned Parenthood’s leadership apparently did not get the message last year when they faced strong censure for selling these profane cards. They are either slow learners or just plain anti-Christian,” said LDI President Douglas R. Scott. One of the main stories on PPFA’s website in December was titled, “Send the Gift of Choice!”



“This holiday season, make an online donation to Planned Parenthood and you can send one of our five Choice on Earth e-cards to your loved ones, to let them know you have made a very special gift in their honor,” the PPFA website reads. “Your tax-deductible holiday gift will help Planned Parenthood

fight to ensure that women’s health and rights are championed across the country—from your local pharmacy to the U.S. Supreme Court.” The e-cards sell for \$5 each. One may also purchase real cards.

In addition to “Choice on Earth” cards, PPFA is selling “Peace Hope Justice” cards. “Tis the season to share with family, friends, colleagues, and loved ones the messages of ‘Choice on Earth’ or ‘Peace Hope Justice,’” reads the pro-abortion group’s promotional statement. The cards come in two styles: blank or with the message, “Warmest wishes for a peaceful holiday.”



“Everybody knows that the abortion-committing monster has so much money, much of which comes from American taxpayers, that it does not need to resort to such disrespectful deeds,” Scott said.



Also in time for the holidays, PPFA is making a special offer available to those who wish to take a chance on its brand of condoms. Described as “high quality” (see related item: “Study Criticized, Exposes PPFA” in the January-February 2005 edition of *The*

*Caleb Report*), “attractive colors,” and “fun scents,” persons who buy six cases of PPFA condoms receive 100 small packets of free PPFA lubricant. The affluent group is also selling condom lollipops.

### TARGET & WALGREEN FACE ACTION

The Planned Parenthood Federation of America (PPFA) is upset with the Target Corporation, and not just because the company no longer funds its programs. After a Target pharmacist refused to fill a prescription for “emergency” birth control, PPFA sent three letters to the company asking for a written policy on pharmacists who refuse to fill prescriptions. The letters were ignored. “But once confronted with more than 95,000 letters from our supporters outraged by this refusal in Missouri,” a PPFA statement claimed, “Target made public its policy. And the news wasn’t good.” (The 95,000 figure is obviously fabricated.)

According to PPFA, the company’s statement read, “Target does not guarantee that all prescriptions for birth control, including emergency contraception, will be filled in-store, without discrimination or delay.” In other words, Target made a choice to respect the personal beliefs of its pharmacists.



“In spite of growing pressure from consumers, Target still refuses to change its policy to require pharmacists to fill prescriptions in-store, without delay,” PPFA lamented. “When Target executives told Planned Parenthood that they would not require pharmacists to fill prescriptions in-store, they thought they had heard the last from us. But we know better. We’re taking our campaign to the next level...” PPFA has started a petition drive.

PPFA has appealed to its supporters to “let big pharmacy chains like Target know we’re not going to accept their anti-women’s health policies.” They were urged to contact the company and, of course, send money: “If what Target is doing makes you angry, please make a donation so that Planned Parenthood can continue to fight to ensure that women have access to birth control, including emergency contraception—without judgment or delay.”



Meanwhile, Pharmacists for Life International (PLI) and Project Rachel have called for a boycott of The Walgreen Company because the pharmacy fired four pharmacists who refused to fill prescriptions for the “morning after pill.” The company said it was simply abiding by an executive order issued by pro-abortion Illinois Governor Rod R. Blagojevich which forces

pharmacists to dispense any legal drug. (The executive order is being challenged in court.)

“[Pharmacists] certainly have the right to their personal opinions, but that cannot get in the way of a woman’s right to get the care that her doctor has prescribed for her,” Blagojevich spokeswoman Abby Ottenhoff told WorldNetDaily. “If it is approved by the FDA and approved by a doctor, it is not a pharmacist’s place to deny access.” Ottenhoff said Blagojevich’s rule would have allowed Walgreen to decide not to sell the drugs instead of firing the pharmacists, but it chose the drugs.

Ann Polka, manager for the Roman Catholic Diocese of Belleville Illinois’ Project Rachel, called the company’s action “unjust” because the pharmacists were acting based on their moral and religious beliefs. She told the Associated Press that the Diocese of Belleville has given its support to a boycott and is asking pro-life advocates to move their prescriptions from Walgreen to another pharmacy. “These pharmacists are very courageous,” she said. “We as Catholic Christians need to stand behind this [boycott].”



Walgreen said it would help the fired pharmacists find work at another pharmacy, but PLI’s Paul Wierzbowski issued a statement which began, “Let’s boycott Walgreens!!” He called the company’s decision “a typical Walgreens Corporate politically expedient action.”

Wierzbowski noted other gripes he has with Walgreen, including the fact that it does not use the word “Christmas” in holiday advertisements. “We need to not only support these pharmacists, we need to tell our legislators that Gov. Blagojevich’s so-called ‘law’ is unconstitutional and illegal,” he said. All health care workers are protected by the state Health Care Right of Conscience Act, Wierzbowski said, and the Governor’s executive order was designed to subvert the law.



“Let us unite and be in solidarity on this issue,” Wierzbowski said. “All health care workers have very important positions in our society. Many are under a lot of pressure to conform to the culture of death or risk losing their jobs. We cannot let this happen. There are many other important freedoms that will be taken away from us if we do not act on them.”

At least one pro-life leader disagrees with the strategy imposed by Project Rachel and PLI. “An economic boycott should be a step of last resort and only if the issue at hand is serious enough to warrant the action,” said LDI President Douglas R. Scott. While he believes

the issue may warrant a boycott, Scott said that calling for a boycott of Walgreen was “grossly premature.”



Planned Parenthood activists picket a drug store.

Scott has expressed his concern over the proliferation of boycotts called by pro-family activists. He cited threats to boycott companies that do not use the word “Christmas” in their advertising as one of the most recent examples. “Many

details need to be carefully thought through and strategic planning needs take place long before there is a call for a boycott. With very rare exception, not doing so will guarantee failure and pro-family activists will be seen as reactionary and silly.”

Scott noted that PPFA has not called for a boycott of the Target Corporation, choosing to employ other strategies, at least for now. “Planned Parenthood is going through an intelligent process,” Scott said. “Unfortunately, it is for an evil end.”

### IN YOUR OWN WORDS

LDI often provides space for its supporters and detractors to have their say about various issues. If you have a comment/opinion on any issue relating to LDI or life issues, do not be shy! Send it to us!

Two people thought they would use the old “you’re inconsistent in your thinking/you’re a bunch of hypocrites” approach when they sent these e-mails:

What a noble cause to embark in a Pro-Life campaign to defend life in an [sic] culture of war. Browsing through your web-blog <http://www.fightpp.org/> and looking at the list of corporations you intent [sic] to boycott for “funding deadly agendas”, it seems to me that you left out some of the major ones...Such as Exxon-Mobil, Texaco, Shell, Wal-Mart, GE, IBM, McDonalds, Bank of America, Ameriquest, and a whole host of corporations that have sponsored every single War that has caused thousands of lives. And continue to profit from some of the poorest people in our nation (and the world). I really command [sic] you for supporting life. And hope that you are sincere in your effort and list all these corporations.

...Since you seem to be challenging the culture of death...Or is the culture of death valid only as it relates to abortion, and fetuses. In which case it is a disingenuous effort to support life.

– Frank Garciarubio

I notice that the First Lady, Laura Bush, is on your celebrity watch list, along with that of our President’s mother. In what manner do you plan to attack them? I am only curious. On the same topic (sort of), didn’t I recently see Carol Burnett receive a special medal, bestowed upon her by our President himself?

You surely know Whoopie Goldberg's personal story—beginning her career as a teen-aged mother. Are you aware that Rosie O'Donnell has adopted children?

What are your opinions about divorce and its effects on children? Are you aware that divorce or having children outside of marriage are the largest contributing factors in the poverty among women and children in the US? Do you know that as a category, children make up the largest number of the poor in this country? How does your organization assist them?

What is your organization's opinion on the war in Iraq? I notice that your organization is an international one. What are you doing to protect the lives of the Iraqi children caught in the middle of this conflict?

The YWCA? [LDI had noted YWCA's official pro-abortion position.] I worked for five years at a shelter for battered women and children in the Chicago area that is actually housed in a YWCA facility. Between the resident and walk-in programs, they served hundreds of clients per year.

...  
One-issue judgments are precisely that: one issue, and judgments. I would remind you that as Christians, that's not our job.

— Kimberly Jones

It's true. You really *can't* please all of the people all of the time:

Good grief, you people have lost your minds? Don't you realize your rabid religious right attitudes are driving ordinary Christians away from the church and organized religion? You're increasingly polarizing the nation into the normal, well-behaved good people vs. the ultra-rabid right attempting to impose your extreme beliefs upon the rest of us. You seem to have the delusionary [sic] conviction that only that which you believe is proper and moral. Your neo-facist [sic] version of religion is absolutely terrifying. Next, you'll want to bring back the crusades or even begin burning non-believers at the stake.

— Terry Moore

I was very disappointed to see that you do not have your boycott list on your website. The fact that I have to pay \$16.95 for a copy makes me wonder if you are more interested in saving the unborn or in filling your pocketbook. Other organizations manage to stay afloat on donations but you don't seem to think that you can do that. I will rely on others for my information.

— Mary Jean & Robert Mentyka

Steve Kempf is pro-abortion and clearly wishes LDI would make the entire *Boycott List* available to anyone for the asking so he can make use of LDI's work:

I got your [website] link from...a left leaning blog site. There are a great number of people who are planning to do nothing *but* buy products from your banned list. If you want to lessen abortions, get sex education to teen-

agers. Staying virgins may work for some, but for the vast majority they are going to screw whether you know about it or not. At least give them knowledge and birth control. This alone will greatly lessen unwanted pregnancies. The 11<sup>th</sup> and 12<sup>th</sup> centuries were pretty terrible times. Stop acting like you want to return there with all the related problems.

Several people wrote to encourage LDI's staff:

I thank you for all of the work that you do. You are truly helping to promote life (here in Canada as well), and that is why I decided to add a donation to my purchase of the Core Partnership. God bless you.

— Glen Gagnon

Whenever I get mail from your organization, I'm reminded of the saying, "The only thing necessary for evil to succeed is for good men (& women) to do nothing." Thank you for doing *something*. Please keep up your great work!

— Jim Uzelac

Terry Davison asked to see the Planned Parenthood Golden Gate animated video:

Just clicked on to a link on Agape Press, and read your pages...the angry business leaders page was hilarious...pathetic none the less, but hilarious. I would like to get a copy of the animated PP video of murdered Christians...I have clicked your site as a "Favorite" and will return often...Thank you for standing up for what is right.

After watching the video, Davison wrote to give a reaction:

Wow...how things have changed...when I was a kid, people hid their sins in the closet...now they flaunt them on the clothes line! I forwarded that little [Planned Parenthood Golden Gate] video to my pastor and a few select friends. How long will the Lord tarry? If I were He, I think I would have pulled the plug by now: Sodom and Gomorrah were nothing compared to what is going on today.

Keep on fighting. I don't have any finances to spread around, but if I can help in other ways, let me know...

We close with this message that was sent directly to LDI President Douglas R. Scott:

After reading September-October *Caleb Report*, just wanted to say how proud I am to be associated with Life Decisions International and, by extension, you. It is so different from the usual stuff from pro-life groups. It is fresh, exciting and compelling. I hope my campaign against corporate supporters of homosexual groups will have a similar impact and be done with as much class. Keep up the good fight.

— Tom Strobhar

While Strobhar is a wee bit biased since he is chairman of LDI's Board of Directors, his kind and unexpected message meant a great deal to us.

## SAMUEL ANTHONY ALITO, JR.

The most recent nominee for a position on the nine-member U.S. Supreme Court is Samuel Alito who currently serves as a judge on the U.S. Court of Appeals for the Third Circuit. Alito was nominated to the Supreme Court by President George W. Bush after Harriet Miers withdrew her name from consideration.



Alito speaks to the press after President Bush announced his nomination.

Alito was born in Trenton, New Jersey, on April 1, 1950. He graduated from Princeton University in 1972 and attended Yale Law School where he served as editor of the *Yale Law Journal* and earned a J.D. in 1975.

From 1976-1977, Alito served as an Assistant U.S. Attorney for the District of New Jersey. He became Assistant to Solicitor General Rex E. Lee in 1981 and Deputy Assistant to Attorney General Edwin I. Meese III in 1985. Alito was U.S. Attorney for the District of New Jersey from 1987-1990 and from 1999-2004 he was an Adjunct Professor at Seton Hall University School of Law in Newark, New Jersey.



Laura, Philip, Martha-Ann

Alito has been married to the former Martha-Ann Bomgardner for 30 years. They reside in West Caldwell, New Jersey, with their children—Philip and Laura.

As expected, the Planned Parenthood Federation of America (PPFA) is opposing the nomination. According to a PPFA statement, “new information” about the nominee “paints a disturbing picture of a man who sought to use the government to restrict abortion.” What is the “new information?” In a 1985 memo, Alito outlined “a legal and political strategy to chip away and eventually overturn the landmark 1973 Supreme Court decision in *Roe v. Wade*,” the PPFA statement said.



Pearl

“The legal strategy outlined in this memo is clearly that of an attorney committed to overturning *Roe* not that of a civil servant asked to promote a given position on a legal case,” opined Interim PPFA President Karen Pearl. “In this memo, Judge Alito sets forth a roadmap first to eviscerate *Roe v. Wade*, with the hope of eventually overruling the case altogether.”

“What this document makes clear is Judge Alito’s commitment to gutting women’s access to essential reproductive health services,” Pearl continued. “Planned Parenthood has opposed his confirmation to the Supreme Court because we know he would undermine

basic reproductive rights and given the chance, would likely vote to overturn *Roe v. Wade*.”

According to Pearl, the memo advised against a frontal assault on *Roe v. Wade* in favor of defanging it by supporting state-level restrictions on abortion access, with the ultimate goal of a future in which “extreme restrictions” on abortion would be upheld by the Supreme Court. Alito advocated informed consent laws and compared the decision by a woman to have an abortion with that of a judge who imposes the death penalty. Alito argued that some of the most common forms of birth control ought to be considered abortion. He also said abortionists are motivated by money.

“The evidence is unequivocal. Judge Alito’s views are extreme and he will work to restrict access to abortion and common forms of birth control in this country. We at Planned Parenthood will do everything in our power to ensure that the American people know what is at stake and we will fight to protect rights that are central to all Americans,” Pearl said.



Alito

In an application to become deputy assistant attorney general in 1985, Alito said “the Constitution does not protect the right to an abortion.” Pearl said the document shows Alito’s judicial philosophy is “far more dangerous to the health and safety of American women than the public may have thought.”

In its usual fashion, PPFA employed the “act now, the sky is falling, send us money” nonsense. An example is not hard to find:

Planned Parenthood opposes the nomination of Samuel Alito to the Supreme Court. Alito’s anti-choice record poses a danger to women’s health, reproductive freedom, and the right to choose and we are calling on you to help us stop him from being confirmed.

The fight has begun and your financial support is essential—the next days and weeks are an incredibly important time. We must continue our lifesaving programs to protect reproductive rights and access, all while being engaged in this key battle.

The pro-family community is solidly behind the President’s choice and has urged the Senate to confirm the nominee. Confirmation hearings are expected to begin on January 9, 2006.

### EVENT ENDORSED

On February 12, 2006, Canadians will “celebrate” National Sexual and Reproductive Health Day. The event is sponsored by the Canadian Health Network, the Canadian Federation for Sexual Health (CFSH; formerly

the Planned Parenthood Federation of Canada), and Janssen-Ortho (a division of Johnson & Johnson).



CFSH encourages all Canadians to “consider the importance of maintaining their sexual and reproductive health and to talk about

healthy decision making with the people they care about.” CFSH will use the day to “promote the services and support available within each community for issues of healthy sexuality for all ages, abilities, orientations, identities and cultures.”

### THE PRAYER PROJECT

Please join us in daily prayer for the men and women who are active in the Pro-Abortion Movement and those who have not been strong in their claimed pro-life convictions: *November*—**Phillip C. McGraw**, Ph.D., host of “Dr. Phil”; *December*—**Atoosa Rubenstein**, editor-in-chief of *Seventeen*; *January*—**Marian Wright Edelman**, founder and chief executive officer of the Children’s Defense Fund; *February*—Canadian Prime Minister **Paul Martin**; *March*—actor and political activist **Martin Sheen**; *April*—pro-abortion Governor **Rod Blagojevich**, D-Ill.; and *May*—actress and talk-show host **Oprah Winfrey**.

### CONFESSION: “SOCIAL MARKETING”

The hierarchy of the Planned Parenthood Federation of America (PPFA) has confessed to being involved in “social marketing.” The confession came in an article titled “Social Marketing for Sexual Health,” authored by Michael McGee, vice president of PPFA’s “education and social marketing” group.



McGee

“Sexuality educators want to change the world...No small task,” McGee wrote. “Changing the world to reflect our vision takes courage, intelligent use of resources, and enormous commitment.

One exciting strategy we are beginning to use is social marketing for sexual health.” McGee said PPFA’s goals are “audacious—as they have been throughout the history of Planned Parenthood.”

“When an empire that is rapidly approaching \$1 billion in annual revenue openly employs a person responsible for ‘social marketing,’ every person of good will should take notice and speak out,” said LDI’s Douglas R. Scott. “Every man, woman and child is a potential victim. Planned Parenthood wants to remake society in its own image.”

McGee, who has worked for PPFA for nearly 25 years, continued:

As an agent of social change, Planned Parenthood has a proud history of bringing reproductive self-determination out of the realm of the mysterious and forbidden into a mainstream, broadly-embraced reality. Over the years, our movement has made a difference to millions of people through education, advocacy, and medical services. We have “sold” the public on the notion that individuals have the right to decide when and whether they want to have children. Even before the term was coined, we were doing *social marketing*.

“I am stunned by how bold Planned Parenthood leaders have become in openly announcing their plans for the people of the world,” Scott said. “PPFA’s hierarchy admits that it ‘sold’ abortion to the public and that is not all the group has sold. What was once almost universally recognized as bad, Planned Parenthood has turned into a product and convinced people it is good. And not only is the product good, it is essential that everyone buy it.” PPFA’s success has made the group one of the wealthiest so-called nonprofits in the world.

PPFA is not even close to being satisfied. There are more converts to be coerced, more money to be made, and more lives to be damaged or destroyed. “Now we are broadening our focus to use social marketing as a vehicle to achieve...our Vision for 2025,” McGee wrote. The vision includes reaching young people with its message.

PPFA recognizes the power of using “peer educators” to reach other young people. Peer educators “are an ideal constituency to engage in our social marketing effort,” McGee observed. “Activist teens can create a buzz about the campaign by a variety of means—regardless of whether the activities are branded or identified as Planned Parenthood. We can explore with these young people their thoughts and feelings about the most effective tactics to engage teens...”

McGee wrote about the use of social marketing at the local level:

Most (PPFA) affiliates balance their education and training efforts between intensive programs designed to have an impact on a small group of people over an extended period of time, and brief programs that reach a large number of people with a softer impact. There is a parallel dynamic in social marketing—a community-based program engages participants in positive behavior while a media campaign, using the same message, reaches a larger number of people with a softer impact and provides an “umbrella” that helps normalize that positive behavior.

McGee has some help. “To be an effective social marketer is to have a commitment to ongoing communication with your audience so that you can create pro-

grams, products, or practices that enable them to make the changes desired,” wrote Rebecca Brookes, vice president of communications and marketing at PPFAs Northern New England affiliate.

McGee wants to get to a place where PPFAs does not “have to fight repeatedly the same battles over access to comprehensive sexuality education, access to services, and sexual and reproductive self-determination.” In order to do so, of course, pro-family activists would have to give up the fight. McGee concluded:

Creating our vision of the future will take the best of our education and training programs, our clinical services, and our advocacy efforts. Integrating social marketing concepts into our practice can increase our effectiveness, leverage our good will in the community, and bring us closer to our goals. Our community-based education programs are central to this effort, and the synergies to be found between education, outreach, communication, and public policy can be a formidable force for sexual health for all.

“Pro-family Americans have a clear choice,” Scott said. “We can sit by and let the Planned Parenthood philosophy flood our society or we can help repair the damage already done. Not only should we choose to repair the damage, we need to strengthen society so it can resist Planned Parenthood. We don’t want to just stop the deadly philosophy; we want to see it retreat. There is no room for excuses; no time for complacency. Let’s not give up our children to today’s Moloch. Not without a fight.”

### FUNDING GIRLS INC.

The Pro-Life Action League has called for a boycott of American Girl products because the company supports Girls Inc., which is openly pro-abortion. But American Girl, a subsidiary of Mattel Inc., is not alone in funding the rabidly pro-abortion group.



LDI issued a press release that blasted Time Warner Inc. for its “ongoing support of pro-abortion entities.” Time Warner donated \$600,000 to Girls Inc., a group the company characterized as

“a national non-profit that inspires all girls to be strong, smart, and bold.”

“Actually, Girls Inc. is a non-profit that indoctrinates girls so they will become pro-abortion advocates,” said LDI President Douglas R. Scott. “Considering its philosophy, one could reasonably predict that many of these ‘strong, smart, and bold’ girls will eventually end up lying on a table in front of an abortionist. And Girls Inc., along with the corporations that fund it, will largely be responsible.”

Time Warner, which appears on *The Boycott List* **TimeWarner** due to its support of Planned Parenthood, has also supported the YWCA, which publicly takes a pro-abortion position.

“Groups that work with young people need to get out of the abortion-advocacy business,” Scott said. He identified Girls Inc., YWCA, Camp Fire, Girl Scouts, and Outward Bound as nonprofits that either have a pro-abortion policy statement or have worked with groups that do.

“It’s time for those who care about children to confront these groups and tell them they have a ‘choice.’ They can cease engaging in pro-abortion activity and working with pro-abortion groups or they can stop working with children,” Scott said. “Adults need to stop using organizations that could be doing a lot of good to advance their personal agendas.”

### UPDATE: CORPORATE FUNDING PROJECT

A new *Boycott List*, dated December 2005, has been released. It includes far too many changes to list herein. We do want to report, however, that Prudential Financial is no longer a boycott target. The company had been on *The Boycott List* for nearly a decade. Persistence pays off once again.

Whole Foods Market continues to play games. LDI received an e-mail from Jason Powell, marketing project manager for the Mid Atlantic Region of Whole Foods Market. The subject line read, “Immediate correction requested.” The body of the message consisted of just one sentence. “Whole Foods Market does not contribute money to Planned Parenthood, and we would appreciate it if you would remove the name of our company from your website immediately,” Powell wrote. LDI responded:

Thank you for the email. Please respond to these questions:

- 1) Has any part of Whole Foods Market (local stores, etc.) supported Planned Parenthood over the last five years?
- 2) When was the most recent donation made to Planned Parenthood and which specific entity made it?
- 3) Can you assure us that no part of Whole Foods Market (including stores, subsidiaries, corporate, and/or other related entities) will give funds or in-kind gifts to any Planned Parenthood organization in the future?

The same questions have been asked of Whole Foods Market several times in the past. A response has never been received, which tells us everything we really need to know about the sincerity of company leaders.

Printing Partners, which is a local/regional boycott target based in Indianapolis, Indiana, wrote to request a copy of the letter LDI had sent to the company:

Have you sent any letters to our business indicating they will be put on a boycott list if we are supporters of Planned Parenthood and that we must send a letter by November 1<sup>st</sup> to dispute this claim. We received this letter and our owner has misplaced it & we want to dispute this.

We later received a phone call asking probing questions about LDI. After answering the questions, we asked who was calling. "That's immaterial," the caller said, and he hung up. A check of the phone number showed that the call came from the office of Michael O'Brien, the co-owner of Printing Partners, who followed up his call with an e-mail. We print the text of the e-mail and our response as an example of the logic used by corporate officials and how we deal with it:

I received the letter that you sent on September 30 and the copy that you faxed to our office today. The reason a copy was requested was because I discarded the original letter. As a courtesy to my business partner I agreed to write to you.

As one of the top ten commercial printers in our market we have a large customer base and a long history of philanthropic support in Indianapolis. Just because we provide business services to an organization does not mean that we endorse everything that that organization promotes. As a business we do not judge our clients. We do not assign to ourselves the role of defining right and wrong. We are more concerned about what is true and what is false. And I feel that you are falsely accusing Printing Partners of supporting abortion-advocacy through its business relationship with Planned Parenthood.

I am not going to try to convince you that our business decisions are right or wrong. Nor will I waste my time explaining the value that Planned Parenthood can and does deliver with its educational services. It would be false and misleading to put Printing Partners on a list of companies supporting abortion advocacy and I suggest that you keep it off.

LDI's response was thorough and clear:

We have received your response to our letter of September 30, 2005, which you sent via e-mail...Ms. Sheila M. Davis had told us you were requesting a faxed copy of the letter because you had "misplaced it." She also said we should fax the letter right away because Printing Partners wanted to "dispute" our claim that the company had funded Planned Parenthood.

We now know that both statements made by Ms. Davis were a deception intended to mislead us into faxing the letter. The truth is that we would have been happy to fax the letter to you regardless of the reason. There was

no need for anyone to lie to us. Similarly, there was no need for your rude phone call as we would have been happy to respond to your questions even if you had been professional, polite and open about your identity.

Mr. O'Brien, Planned Parenthood kills more preborn human beings than any other single entity in the United States. Its "educational programs" are designed to facilitate its abortion business. For multiple decades it has generated much more money than it can even spend. Strangely, the more money Planned Parenthood makes, the greater the problems become.

...  
It is impossible to separate Planned Parenthood's less controversial activities from its abortion business. If the Ku Klux Klan were to offer a non-racist reading program open to all children, would Printing Partners fund it? Would you tell the NAACP that you are only supporting the reading program and are in no way taking a position on the Klan's goals and other activities—even the legal ones? Would you do so while claiming that Printing Partners does have a role in "defining right and wrong"?

You write that, "Just because we provide business services to an organization [sic] does not mean that we endorse everything that that organization promotes." We are not talking about your providing "business services." If this were all you were doing it would be unfortunate but of no concern to us as an organization. The issue here is *donations made to Planned Parenthood* in the name of the business. We also note that while you slyly distance yourself from "everything" Planned Parenthood promotes, you also write, "Nor will I waste my time explaining the value that Planned Parenthood can and does deliver with its educational services." We believe this statement reflects a great deal of ignorance about Planned Parenthood...an ignorance that is shared by many people. We also believe what you call "value" is actually both dangerous and disastrous...Of course, if Planned Parenthood had to prove it has been successful before it could receive one more dime, the group would soon go broke. Well, the group would go broke as soon as it ran through the nearly \$300 million it has in a savings account.

..."It would be false and misleading to put Printing Partners on a list of companies supporting abortion advocacy and I suggest that you keep it off." The following are excerpts from our initially trashed letter...:

"We were disappointed to learn recently that Printing Partners Inc. has supported Planned Parenthood." *This is true.*

"Needless-to-say, abortion is one of the most controversial issues in the world and by supporting Planned Parenthood, Printing Partners has plunged itself into the middle of this highly volatile issue." *This is true.*

“We publish an internationally released *Boycott List*, which identifies Planned Parenthood’s corporate allies.” *This is true.*

“We are writing to respectfully request that Printing Partners take steps to keep the company off *The Boycott List*, thereby eliminating the need for us to make a public statement regarding its support of an abortion-advocacy group.” *Printing Partners Inc. has funded Planned Parenthood which is indeed an “abortion-advocacy group.”*

...

Mr. O’Brien...when the company ties its name to the controversial group, it is clearly of interest to everyone who values human life...

We urge you to reconsider, Mr. O’Brien, and join the many other business leaders who have quietly made Planned Parenthood ineligible for future corporate funding...While we do not know if you have any religious affiliation, we pray that God will lead you to do the right thing. God bless you, Mr. O’Brien.

P.S. We are sending along with this letter the text of our new brochure titled “On The Record: The Philosophy of Planned Parenthood.” Is this *really* the kind of group with which you want to associate your company?

Printing Partners did not respond.

## AUSTRALIA RELEASES ABORTION STATS



Andrews

Kevin Andrews is arguably the most pro-life member of the Australian Parliament. He also serves in the cabinet as Minister for Employment and Workplace Relations and, most significantly, a member of LDI’s Board of Advisors.

Consequently, Andrews was disheartened by a report on abortion released by the Australian Institute of Health and Welfare (AIHW).

Dr Elizabeth Sullivan, director of the National Perinatal Statistics Unit, a collaborating part of AIHW, said the lack of data on induced abortion in Australia represented a gap in “health” statistics. She said the new report, “Use of Routinely Collected National Data Sets for Reporting on Induced Abortion in Australia,” helps fill that gap.

“It does not include any analysis of the legal, social or moral issues often raised in discussion of abortion,” Sullivan said. The report estimates the number of induced abortions committed in Australia in 2003 was 84,218, of which 50,314 (59.7%) were reported to the AIHW National Hospital Morbidity Database.

For women aged 15-44 years, there were an estimated 19.7 induced abortions per 1,000 women. The number of induced abortions per 1,000 women was highest for the 20-24 year age group at 32.7 per 1,000 and lowest for the 40-44 year age group at 6.7 per 1,000.

## QUOTABLE QUOTE

“We look into the eyes of the patients who come to the clinics every day...We have truth and reality on our side. We don’t lie.”

– Jatrice Martel Gaiter, chief executive officer of Planned Parenthood of Metropolitan Washington (D.C.), on the importance of fighting for legal abortion

## PROMOTING PLANNED PARENTHOOD

The Canadian Federation for Sexual Health (CFSH), the Canadian affiliate of the International Planned Parenthood Federation, has had a long relationship with MuchMusic. The cable music video channel broadcasts “public service” announcements (PSAs) and promotes CFSH’s work on the MuchMusic website.

MuchMusic is the Canadian version of MTV, except that MuchMusic actually plays some music. CFSH described it as an “integral part of today’s pop culture landscape.” Between the website and airing of PSAs, the collaboration has surely helped the pro-abortion group.

Still using CFSH’s former name, the Planned Parenthood Federation of Canada, the web page includes a long introduction, which is headed, “Love Carefully”:

*Talking about sex isn’t always easy. Contact Planned Parenthood Federation of Canada. Get the facts you need. Ask the questions you want.*

The Planned Parenthood Federation of Canada is a pro-choice, charitable organization dedicated to promoting sexual and reproductive health and rights in Canada and internationally. Whether you are male or female, sexually active or abstinent, gay or straight, everybody deserves and needs information about sexuality. Planned Parenthood affiliates across Canada provide non-judgmental accurate information about healthy relationships, puberty, safer sex, contraception, unplanned pregnancies and more.

Links on the CFSH page on MuchMusic’s website include the following topic areas: HIV/AIDS, sexually transmitted diseases, options relating to pregnancy, birth control, oral sex, patient/doctor confidentiality, masturbation, and “emergency” birth control.

But the most telling part of the website is the address: [muchmusic.com/proudtosupport/plannedparenthood](http://muchmusic.com/proudtosupport/plannedparenthood).

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