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FEEDING THE BEAST

An Analysis of Planned Parenthood Federation of America Inc.'s *Annual Report (2002-2003)*

by Douglas R. Scott

“Tell Your Story, Change The World.” The theme of Planned Parenthood Federation of America’s Inc.’s (PPFA) 2002-2003 *Annual Report* is based on the premise that if women who have had abortions or sought other “services” at Planned Parenthood would simply tell their stories, most Americans will come to see the value of the group.

PPFA leaders have asked its celebrity supporters to lead the way. Shortly before the presidential caucuses in Iowa earlier this year, actress Kathleen Turner, who serves as chairman of PPFA’s Board of Advocates, spoke of her first visit to Planned Parenthood:

I’d never become sexually active, being an old-fashioned woman and my father being extremely rigid. So when I did decide, I went to the clinic there in Springfield. I got my contraception and my counseling there, and I’ve been with them ever since. Certainly my mother, God bless her, never told me about contraception or what was needed. So Planned Parenthood did. It was a little risqué to go on my own, but it was a hell of a lot more sensible than going ahead without it.

The corporation that is PPFA has always used anecdotes to support its existence. But over the past few years the group has strongly emphasized the approach.

The Basics

PPFA describes itself as “the world’s largest and most trusted voluntary reproductive health care organization.” The group was founded in 1916 by Margaret Sanger as America’s first birth control clinic.

PPFA claims to have “nearly 21,000 volunteers and staff” working across the country—in every state and the District of Columbia. It is the job of these people to “provide sexual and reproductive health care, education, and information...”

PPFA claims to reach approximately five million men, women, and teenagers each year. These people are not merely given “sexual and reproductive health care, education, and information.” They are also given the pitch for working to keep abortion legal. This, of course, includes financially supporting the work of the PPFA conglomerate.

PPFA maintains national offices in New York City, San Francisco, Chicago, and Washington, D.C. It has 125 affiliates that manage 866 “health centers.”

PPFA has what it calls a “special affiliate.” Alan Guttmacher Institute is identified as “an independent, not-for-profit corporation for reproductive research, policy analysis, and public education.” Many in the media and government look to the Institute as the definitive and last word on matters of sexuality and reproduction. Yet the Institute should be treated the same as if Philip Morris owned a so-called “independent research group” that conducts studies on the effects of smoking. Suggesting that The Alan Guttmacher Institute is unbiased is simply laughable.

Beliefs

PPFA espouses the belief that “everyone has the right to choose when or whether to have a child, that every child should be wanted and loved, and that women should be in charge of their own destinies.” It is important to clarify some of the terms used by PPFA. When PPFA’s leaders say they believe that “everyone has the right to choose when or whether to have a child,” they mean *everyone*. And the penalty for being “unwanted” or “unloved” should be death.

PPFA opposes legislation that would grant parents the right to make decisions for their minor children. If a 13-year-old gets pregnant and wants to have a surgical or chemical abortion, PPFA argues that parents do not have a right to decide for the child. If a 14-year-old boy wants to get condoms, PPFA argues that parents do not have a right to be involved. If a 15-year-old is sexually active and she wants to have a chemical

injected into her bloodstream that will work as birth control, PPFA argues that parents can be denied a say in the decision. Moreover, the group says that parents do not even have to be told what is going is being done to their minor children.

While PPFA's position on parental involvement is espoused under the guise of the "free choice" and "personal privacy" of the child, it is really about money and forcing its philosophy on everyone it can. When parents are notified that a child is sexually active, they usually intervene before there is a "need" for PPFA's "services." When parents are notified that their minor child is being given birth control, they usually intervene and work to change the child's behavior. When parents are told that their daughter is pregnant, many will work to convince her to carry the child to term. A child who changes his or her sexual lifestyle costs PPFA money. When a child decides to give birth, PPFA loses a customer. And in all cases where a parent becomes involved, PPFA loses a great opportunity to indoctrinate another teenager or preteen with its worldview.

PPFA's "Vision for 2025" outlines its 13 beliefs. "The Planned Parenthood Promise" is headlined, "Creating hope for humanity: The freedom to dream, to make choices, and to live in peace with our planet."

The group claims to believe in "the right to sexual and reproductive self-determination that is non-coercive, non-exploitive, and responsible." Despite the rhetoric, Planned Parenthood leaders have staunchly defended Communist China's forced population control program. And it could certainly be argued that virtually every PPFA program relies on the inherent exploitation of women, particularly the young.

PPFA teaches that "the free and joyous expression of one's own sexuality is central to being fully human." Once again, this includes people of all ages. As Faye Wattleton, PPFA's former president, once said, "We are not going to...[promote] celibacy or chastity. Our concern is not to convey 'shoulds' and 'should nots,' but to help young people make responsible decisions about their sexual relationships." PPFA believes virtually anything goes, so long as there are no "victims."

Can a teenager or preteen *ever* be sexually active and "responsible" at the same time? The very thought is as ridiculous as it is inherently impossible.

The *Annual Report* notes that PPFA believes in "trusting individuals and providing them with the information they need to make well-informed

decisions about sexuality, family planning, and childbearing." As usual, PPFA's rhetoric does not match its activities. The group has gone to great lengths to prevent the dissemination of any information that discusses the birth control-abortion philosophy in a negative way. Those who hold beliefs contrary to PPFA are belittled as behind the times, backward and ignorant religious fanatics. Let us not forget that this belief includes the argument that 12- and 13-year-olds are capable of making decisions about such important matters, so long as they have PPFA's "information."

PPFA believes women should have "an equal place at life's table, and be respected as moral decision makers." At first glance no one could argue with this goal, but "moral decision makers" is a reference to abortion, which PPFA views as a moral choice.

"We believe that children flourish best in families and communities where they are nurtured, honored, and loved," is PPFA's fifth statement of beliefs. Once again, at first glance, the statement looks great. And who could disagree? The problem is that PPFA has a rather harsh penalty for those children who are not "nurtured, honored, and loved." PPFA's leaders also seem to be blind to the fact that most of the programs they promote serve to harm the family structure.

PPFA's next belief is "in passion—for change, for justice, for easing the plight of others, for caring, for living our convictions, and for confronting inhumane acts." Needless-to-say, both unborn children and other vulnerable people are not included. PPFA apparently believes that abortion will "ease the plight of others" and is not an "inhumane act."

PPFA believes "in action—to make things happen and to improve people's lives and circumstances." There is no doubt that the group is actively demonstrating this belief.

"We believe in inclusion and diversity—and the power and knowledge they confer." This sounds good, but it is interesting that Planned Parenthood kills a much larger percentage of children of color than it does Caucasian children.

PPFA believes the future is "global" and that they are "part of a global movement." This is a very important belief in that it includes internationally imposed laws and rules that would directly impact American families. Family size limitation, the uncontrolled distribution of birth control, and abortion would be part of such an international policy.

PPFA urges governments to hastily impose its views on the entire world. “We believe in the urgency of creating a sustainable world and living in peace with our planet.” This belief includes the idea that human beings are no more valuable to this planet than those in the animal kingdom.

“We believe in leadership based upon collaboration rather than hierarchy.” The truth is that PPFA has a very top-down structure. Collaboration does not necessarily mean the “group” make decisions.

PPFA believes in “acting courageously, especially as allies with those who have little or no voice and little or no power.” Who has less voice and power than the unborn child? No one. And no one ever has.

“We believe that every right is tied to responsibility and that the fulfillment of responsibility is itself a source of joy.” Naturally, this does not include PPFA leaders taking responsibility for the lives it has destroyed, both born and unborn.

What PPFA says is not always what it means.

Goals & Activities

PPFA continues to work on the ten goals it established several years ago. The goals state that PPFA will:

1. ensure that sexuality is understood as an essential, lifelong aspect of being human and that it is celebrated with respect, openness, and mutuality;
2. ensure access to reproductive and sexual health care for all;
3. secure passage of laws and policies, including state and federal constitutional amendments, that guarantee reproductive freedom for all;
4. ensure worldwide implementation of a human rights and well-being agenda as currently expressed in the Cairo Agreement, with the U.S. fulfilling its financial commitment and implementing those principles in the U.S.;
5. control a successful, diversified media company that creates and distributes the most popular, critically acclaimed health and sexuality programming;
6. be the model for embracing diversity and expanding the decision-making power base to its stakeholders;
7. be a significant catalyst for the development and universal dissemination of new reproductive technologies;
8. be an authoritative voice on bioethical standards related to reproductive health and sexuality;
9. build the largest donor and citizen activist base of any social movement in the country; and

10. be acknowledged as one of the ten best places to work and volunteer.

The following pages of this edition of *Special Reports* will provide ample evidence that PPFA is making progress in every area.

“Service” Statistics

PPFA confesses to killing nearly seven percent more human beings who were living in the womb than it did during the previous reporting period. (Note: PPFA reports what it *chooses* to report.) In 2002, it brutally killed 227,375 children. But this whopping figure represents only those killings committed with surgical instruments. We need to include those children killed by chemicals and hormones provided by Planned Parenthood to get an accurate picture of the death toll.

“SERVICES” AT A GLANCE PPFA 2001 & 2002			
“Service”	2001	2002	% Change
Birth Control			
– Men	49,164	60,476	23.0
– Women	2,021,979	2,208,483	9.2
“Emergency Birth Control”	469,578	633,756	35.0
Tubal Sterilization*	645	680	5.4
Vasectomy*	2,296	2,522	9.8
Abortion	213,026	277,375	6.7
HIV Testing			
– Men	40,096	48,991	22.2
– Women	113,627	126,477	11.3
Prenatal	15,618	15,860	1.5
Infertility	282	325	15.2
Colposcopy	33,401	31,248	(6.4)
LOOP/LEEP	1,468	1,529	16.5
Cryotherapy	4,657	3,913	(16.0)
Midlife	14,041	10,575	(24.7)
Pregnancy Tests	1,105,563	1,081,772	(2.2)
Breast Exams/Care*	940,866	1,062,727	13.0
Adoption Referrals	1,951	1,963	0.6
Primary Care	19,562	24,483	25.2
STD Procedures	1,346,710	1,255,036	(6.8)
Other			
– Men	20,711	17,905	(13.5)
– Women	58,480	58,626	0.2
TOTAL			
– Duplicated**	6,471,831	6,873,011	6.2
– Unduplicated	2,647,423	2,744,554	3.7

* Many more referred to other agencies.
** If customers received multiple “services,” PPFA counted them in each respective area.

Through the Mifepristone Affiliate Readiness Project, which works closely with the Consortium of Planned Parenthood Abortion Providers, PPFA has provided “safe and early medical abortion” to more than 48,500 women through 172 “health centers” managed by 74 of its affiliates. In addition, PPFA continues to push

birth control pills, patches, and injections as a way to prevent the “disease” that is pregnancy.

PPFA proudly confesses to having administered 633,756 doses of so-called “emergency contraception.” This figure represents an increase of nearly 35 percent over the previous reporting period. Dubbed “Abortion Central” by the *Wall Street Journal*, PPFA claims it is working to prevent the “need” for abortion. Yet PPFA seeks to increase its share of the lucrative abortion market. PPFA’s failed programs actually *create* a demand for abortion.

PPFA affiliates gave prenatal care to a scant 15,860 customers and referred another 1,963 to adoption agencies. These figures represent very slight increases (less than 1.6 percent and 0.7 percent, respectively) over the previous reporting period, ending a continuous decline in the number of mothers given prenatal care and those referred to adoption agencies over most of the past decade.

PPFA claims to present all options open to a mother who is facing an untimely pregnancy. Yet comparing its abortion numbers to its prenatal services and adoption referrals, it is clear that the latter two “choices” are not where the money is. The group greatly profits from every death choice and it gains virtually nothing from a life choice.

multiple “services” in each respective area, so these numbers are inflated when one considers the actual number of customers who walk through PPFA doors.)

PPFA has seen many customers for breast examinations and care, but its concern for women is limited. PPFA claims to be pro-woman, yet it vehemently opposes women’s right to know legislation. Despite dozens of studies that have found a link between breast cancer and abortion, PPFA refuses to tell women about the research. After all, PPFA argues, even more studies are needed and they do not want to “frighten” women. The result is that women are intentionally left in the dark.

Janet Dahling, M.D., of the Fred Hutchinson Cancer Research Center, conducted one of the studies. “Among women who had been pregnant at least once, the risk of breast cancer in those who had experienced an induced abortion was 50% higher than among other women,” she said. “I would have loved to have found no association between breast cancer and abortion, but our research is rock solid, and our data is accurate. It’s not a matter of believing, it’s a matter of what is.”

Dahling supports legal abortion but she does not support ignorance and the suppression of information. Nor does she believe that “fear” is a reason to withhold information. Does possible “fear” keep us from telling a person that he or she may get cancer from excessive exposure to sunlamps or do we give information so they may act more wisely if they choose to do so? Does not PPFA always talk about the power of knowledge and how great it is to disseminate information—even graphic information? This seems to be true except when it comes to giving information that may negatively impact its agenda.

If I Were A Rich Man...

“While public angst over terror, war, unemployment, and a rotten economy took a toll on philanthropic support, we managed to hold our own,” wrote PPFA President Gloria Feldt in an introduction to the *Annual Report*. Took a toll on philanthropic support? “We’ve had to do some belt tightening in this bad economy...,” she continued. This is rather odd since PPFA generated a staggering \$766.6 million during its last fiscal year, an increase of more than \$71 million from the previous twelve month period. Not to mention the fact that PPFA has *hundreds of millions* of dollars in reserve (essentially a savings account).

BIRTH CONTROL AT A GLANCE PPFA 2002

<u>Selected Method</u>	<u>% of Customers</u>
Oral	50.5
Non-Prescription Barrier	17.0
Progestin-only Injections	13.2
None	9.5
Other/Unknown	6.5
Combined Hormone Injections	1.1
Intrauterine Device	0.9
Prescription Barrier	0.4
Combined Hormone Patch	0.3
Fertility Awareness	0.2
Combined Hormone Ring	0.1
Implants	0.1

Note: Of the men and women who received birth control from PPFA, the above information details the percentage of customers who chose each method.

In all, PPFA claims to have had 6,873,011 customers in 2002, which is an increase of 6.2 percent over 2001. Interestingly, the figure is only 2,744,554 customers if one counts actual numbers of people rather than numbers of visits to PPFA Using the latter figure PPFA’s customer-base increased just 3.7 percent. (PPFA counts a customer who received

INCOME AT A GLANCE
PPFA 2002-2003

<u>Source</u>	<u>Amount</u>
Clinics	\$288.2
Government Grants/Contracts	254.4
Private Foundations/Bequests	228.1
Other	(11.9)
The Alan Guttmacher Institute	7.8
TOTAL	\$766.6

Note: All figures are in millions of dollars.

Oddly, after lamenting over the “belt tightening,” Felt writes that PPFA’s “gifts are up, retention [of donors] is up, reactivated donors are up, retained donor revenue is up, and the number of donors is up.” At the start of the fiscal year the group had net assets of \$653.1 million. At the end of the fiscal year the amount had grown to \$688 million.

EXPENSES AT A GLANCE
PPFA 2002-2003

<u>Area</u>	<u>Amount</u>
Domestic Programs	
– Medical Services	\$463.7
– Sexuality Education	42.1
– Public Policy	39.5
– Services to the Field of Family Planning	23.5
– Service to Affiliate	18.0
International Family Planning Programs	9.0
Supporting Services	
– Management & General	86.3
– Fund-raising	38.5
Other	
– Payments to Related Groups	1.3
– The Alan Guttmacher Institute	
8.1	
TOTAL	\$730.0

Note: All figures are in millions of dollars.

American taxpayers wrote a check for \$254.4 million of PPFA’s total budget, which was \$13.5 million more than in the previous fiscal year. It enjoyed a record \$36.6 million in “excess revenue over expenses” (known to most people as “profit”) in 2002-2003 *alone*. As previously noted it has *hundreds of millions* of dollars in reserve. Yet this “not-for-profit” creature continues to claim a “need” for more and more money—especially from taxpayers and at all levels of government. This means that an individual taxpayer may be simultaneously subsidizing PPFA at the federal, state, county, *and* local levels of government.

PPFA’s *Annual Report* outlines many ways in which people can donate to the group. The areas include outright gifts (general donations), planned gifts (bequests, annuities, and trusts), online donations, sustaining membership (recurring donations made

automatically via credit card or checking account debit), gifts of corporate stock, donations in memory of someone, gifts in honor of someone, Combined Federal Campaign (workplace giving) and Matching Gifts (also through the workplace). The funds are used to “help fight for family planning and reproductive rights worldwide” and to “help ensure reproductive freedom for future generations.”

“Planned Parenthood donors are passionately pro-choice and committed to safeguarding one of our fundamental human and civil rights: the right to make our own childbearing choices,” begins the “very special thanks” to donors. “Through good times and through tough times, our movement has been powered by generous individuals who believe deeply in the vision first articulated by Margaret Sanger at the beginning of the last century...” PPFA states that with the help of its donors, “the voices of the pro-choice majority” will be heard across the country.

The national office is in the midst of a fund-raising effort called, “Power the Promise Campaign.” The goal is to raise \$340 million over an eight year period to “power the Planned Parenthood promise for women everywhere.” By the end of June 2003, a total of \$30 million had been raised.

The *Annual Report’s* “Honor Roll of Donors” identifies individuals and corporations supporting PPFA during the fiscal year. (Corporations usually choose to have their donations listed as “anonymous.”) Those who gave \$2.5 million or more (or pledged that amount) in 2002-2003 were: the Bill and Melinda Gates Foundation, The William and Flora Hewlett Foundation, the estates of Kate C. Moore and Zelda E. Segal, The David and Lucile Packard Foundation, and the (R. E. “Ted”) Turner Foundation.

Giving PPFA at least \$1 million were several anonymous donors along with the Erik E. and Edith H. Bergstrom Foundation, and the Compton Foundation. Among those donating \$500,000 or more was the Open Society Institute. PPFA received several donations of \$250,000 or more, including those from The Educational Foundation of America, Global Impact, Independent Charities of America, The John Merck Fund, and the estates of Rosalie E. Moore, and Emily Faulker Stevens.

ASSETS & LIABILITIES AT A GLANCE

PPFA 2002-2003

<u>Assets</u>	<u>Amount</u>
Current Assets	\$533.9
Property, Equipment, Endowment & Other	290.6
TOTAL ASSETS	\$824.5
<u>Liabilities & Net Assets</u>	
Current Liabilities	74.4
Mortgages, Notes Payable & Other	62.1
TOTAL LIABILITIES	\$136.5
<u>Net Assets</u>	
Unrestricted	243.5
Property & Equipment	189.2
Temporarily Restricted	115.6
Permanently Restricted	139.7
TOTAL NET ASSETS	\$688.0
TOTAL LIABILITIES & NET ASSETS	\$824.5

Note: All figures are in millions of dollars.

Many donations were received in amounts less than \$250,000. Highlights include: the Helena Rubinstein Foundation, the United Airlines Employee Giving Program, the Microsoft Giving Campaign, World Reach Inc., the Merck Employee Giving Campaign, Patagonia Inc. (part of Lost Arrow Corporation, which is a boycott target), Barbra Streisand, the Richard A. Busemeyer Atheist Foundation, The Schwab Fund for Charitable Giving, the Cornell University Foundation, and Ernst & Young LLP.

Drug Advocacy

PPFA claims to be the only national group that tracks utilization and success rates of mifepristone. "Data collected supports the safety and effectiveness of this important abortion option," the *Annual Report* states. We anxiously await the 2003-2004 *Annual Report* to see if PPFA has the courage to repeat this line in light of news of the death of at least one PPFA customer.

PPFA's non-pharmaceutical "answer" is the Planned Parenthood brand condom. According to the *Annual Report*, the condom "continued to grow in popularity among affiliate education, marketing, development, client services, and community and public affairs staff." The group has also released condom lollipops and multicolored condoms "to promote awareness and prevention education."

Political Advocacy

PPFA worked in the courts and Congress to "protect and defend the reproductive rights of women." The groups listed several specifics:

- PPFA helped to write an amendment to the Partial Birth Abortion Ban Act of 2003 that encompassed The Emergency Contraception Education Act and The Compassionate Care for Female Sexual Assault Survivors Act. The amendment promotes so-called "emergency contraception."
- PPFA successfully challenged a South Carolina law that authorized "Choose Life" license plates. Once again, the decision was made by a pro-PPFA federal judge to overturn the elected representatives of the people. (PPFA apparently sees "Choose Life" license plates as a threat. What does this say about the group and its philosophy?)
- PPFA promoted "contraceptive equity," which entails support for the federal Equity in Prescription Insurance and Contraceptive Coverage Act. The bill would require insurance companies to cover birth control in health plans. By the middle of 2003, PPFA had convinced 21 states to adopt such legislation.
- The group successfully fought a Delaware law that required women to wait 24 hours before getting an abortion and to receive information about abortion itself. PPFA found a federal judge who ruled the law unconstitutional.
- A federal judge granted PPFA's request to throw out a South Dakota law that required abortions committed after twelve weeks gestation to be done in a hospital.
- A judge ruled that Planned Parenthood of Greater Iowa did not have to turn over medical documents of pregnant clients which had been requested by police to help them locate a mother who had abandoned her newborn baby.
- PPFA supported the decision of the Supreme Court to leave intact an appeals court ruling that abortion protestors had engaged in threats of violence and intimidation by publishing "wanted posters" of abortionists.
- PPFA was successful in convincing Congress to increase funding of the federal government's failed birth control program known as Title X (pronounced "title ten"). Congress added \$10 million to the program, which is very lucrative for PPFA "By subsidizing contraceptive services, basic ob/gyn care, screening for sexually transmitted infections, and pregnancy testing and referrals for millions of low-income women and teenagers, Title X prevents hundreds of thousands of unintended pregnancies and saves millions of tax dollars each year," the *Annual Report* states. This is flatly

untrue. It does not take a genius to figure out how federal subsidy of pregnancy testing and referrals translates into preventing “unintended pregnancies.” It is accomplished by abortion. President George W. Bush has not seen fit to reimplement the Title X regulations put in place by President Ronald W. Reagan and continued by President George H. W. Bush. The regulations required a strict separation between “family planning” and abortion.

- PPFA used its *saveroe.com* website to reach people about its perceived threats to *Roe v. Wade*. Part of the effort included strongly opposing the nominations of Charles Pickering, Priscilla Owen, and Miguel Estrada to the federal bench. PPFA also continued to recruit pro-abortion Republicans through its Planned Parenthood Republicans for Choice front-group.

As Gloria Feldt wrote in the *Annual Report*, “Today, if we are to ensure that women have rights and access to birth control services, we must engage in the political process.”

International Activity

PPFA’s international activities are usually accomplished through its PPFA-International Inc. (PPFA-I) branch. The *Annual Report* states that \$2.84 million was given in assistance to local partner nongovernmental groups in 25 countries. PPFA-I estimates that the money allowed 250,000 people received “reproductive health services” (nearly 60 percent were adolescents) and nearly 13,000 were aborted.

In Asia, PPFA-I partner agencies in India, Myanmar, Nepal, the Philippines, Thailand, and Vietnam provided “reproductive health services” to thousands of adolescents. Some 42 “doctors” and “nurses” in Myanmar received training to commit abortions. The *Annual Report* notes that at least 240 abortions were committed in Myanmar under PPFA-I programs.

In Africa, PPFA-I worked with partner agencies to provide “reproductive health services.” More than 80 “health care professionals” from Cameroon, Kenya, and the Sudan were trained to commit abortions. In Nigeria, 540 youth and peer educators worked to spread the word about PPFA-I “services” to other young people. The group has also worked in Somaliland.

In Latin America and the Caribbean, PPFA-I increased “services” to 21 partner agencies. The group claimed that nearly 72,000 people in ten countries had

been “served.” In addition, “health care professionals” in Guatemala and Peru were trained in an effort to reach more rural areas. And, of course, 200 activists worked in Ecuador, Nicaragua, and Trinidad and Tobago to “expand the reproductive rights of women, men, and adolescents.”

In some areas, PPFA-I has experienced significant opposition to its philosophy. For example, LDI’s former executive director, Patricia Pitkus Bainbridge, and Human Life International’s Rev. Thomas J. Euteneuer traveled to Trinidad and Tobago to spread the word about the pro-abortion group’s real intentions. PPFA-I refused to send representatives to debate the two articulate pro-life leaders, choosing instead to bring in its own “experts.” Needless-to-say, PPFA-I’s posse insisted on a forum that did not allow them to be publicly challenged. Bainbridge, Euteneuer and others continue to take the truth to Trinidad and Tobago, as well as other countries targeted by PPFA-I.

Media Savvy

PPFA has been a connoisseur in using the mass media to reach people with its message. “We work proactively with major media organizations every day to provide information and education that enable people worldwide to make responsible choices about their health and improve their lives,” the *Annual Report* states. The highlights for 2002-2003 included:

- PPFA President Gloria Feldt released her book, *Behind Every Choice Is a Story*, which was timed to coincide with the 30th anniversary of *Roe v. Wade*.
- Pro-abortion “*Roe at 30*” commentaries appeared in *The New York Times*, *Time*, *Newsweek*, *The Nation*, the Associated Press, National Public Radio’s *Morning Edition* and *The Tavis Smiley Show*, *Donahue*, and *Hardball with Chris Matthews*.
- The refusal of PPFA’s Des Moines, Iowa, affiliate to cooperate with police who were trying to identify the mother of an abandoned newborn baby led to pro-Planned Parenthood coverage by CNN, *The New York Times*, National Public Radio, *People*, and *The Washington Post*, among others.
- PPFA received positive coverage of its attacks on the “family planning” policies of President George W. Bush on NBC’s *Today*, and in *The New York Times*, *Glamour*, National Public Radio’s *The Tavis Smiley Show*, and *The Daily Show with Jon Stewart*.
- PPFA placed advertisements in publications such as *The Nation*, *The New Republic*, *The Progressive*, *American Prospect*, *Mother Jones*, *Cosmo Girl*,

Essence, *Teen*, *Seventeen*, *Teen Ink*, *Teen Voices*, and *YM. Rolling Stone* contributed two months of free advertising to PPFA. In addition, a PPFA advertisement was distributed nationally on CNN and its local stations in 47 markets, which led to more than 2,000 free placements.

- PPFA advertisements were placed in many television programs, including *Law and Order* (NBC), *Six Feet Under* (HBO), *Smallville* (WB), *The West Wing* (NBC), and *Boston Public* (FOX).

PPFA cleverly uses its Clergy Advisory Board to put a “religious” face on its mission. It encourages clergy and lay religious leaders to support PPFA’s Pro-Choice Religious Network. More than 2,000 members receive the newsletter *Clergy Voices*.

PPFA is well-known for using celebrities to promote its agenda. There are more than 350 members of the group’s Board of Advocates. Some key names include: Dana Delany, Kathleen Turner, Marcia Ann Gillespie, Kathy Griffin, Diane Keaton, Camryn Manheim, Fred Savage, Peter Frampton, Wendie Malick, Julianne Moore, Rita Moreno, Heather Tom (actress on *One Life to Live* who runs Daytimers for Planned Parenthood), Whoopi Goldberg, Annabeth Gish, and Liz Smith.

On The Internet

PPFA uses several websites to push its agenda, including plannedparenthood.org (its primary site), teenwire.com (aimed at teenagers and preteens), and saveROE.org (to urge action to protect *Roe v. Wade*). PPFA’s primary site is reportedly visited 720,000 times every month.

Teenwire.com “gives teens honest and medically accurate sexuality and relationship information—in their own language—so they can make healthy, responsible choices.” The site includes a “Now Playing” section that features a “Sextionary.” Teenwire.com receives nearly 400,000 visits per month.

Awards

PPFA’s 2003 awards were presented in several categories. Its highest “honor,” the Margaret Sanger Award, was presented to Jane Fonda. “The assault that is being waged on our rights is so unbelievable,” the actress said. “Opposing choice and reproductive rights...has everything to do with power and who has it. Reproduction and sexuality are keys to women’s empowerment. If a woman is able to determine the reproductive and sexual aspects of her life, it means

she can also control and determine all the other aspects of her life.”

Maggie Awards recognize “exceptional media coverage of reproductive health issues.” Awards went to Digital Media for “Human Rights Watch,” *People* for “An Iowa Mystery,” *Everwood* (WB) for the television episode “The Kissing Bridge,” and the creators of the film *Real Women Have Curves*, which has aired on a premium cable station.

PPFA’s volunteer award was presented to Alistair Grant, M.D., for his work with its affiliate in Harrison, Pennsylvania. The winner of the Young Volunteer of the Year Award was Monica Rusk who works with its affiliate in Sioux City, Iowa. Rusk works with the group’s *Teen Theater Troupe/Acting Out!*

Iowa’s lieutenant governor won the Republicans for Choice Senator Barry Goldwater Award. Joy Corning has been a strong advocate for PPFA’s agenda and she often attends fund-raising events for the group.

David A. Ames, Episcopal chaplain at Brown University, won the Reverends Davis Distinguished Service Award. Ames was said to epitomize “the lifelong dedication to the advancement of reproductive rights.”

Our Posterity

Along with its International Planned Parenthood Federation counterpart, PPFA’s influence truly reaches every corner of the earth. And nowhere is it more powerful than in North America. At first glance it seems like the people who honor those created in God’s own image do not stand a chance of winning the battle. Yet sometimes it is necessary to step back for a moment and take a good look around.

If money were going to decide this issue, we should not even have entered the battle. Look at what pro-life people have been able to accomplish, even without a large bank account. Countless numbers of lives are being saved. Executive Orders signed by President George W. Bush have saved lives. Pregnancy-help centers have saved lives. Pro-life educational campaigns have saved lives. And most of all your one-on-one efforts with those in need have saved lives. “*Saved lives.*” Have you stopped to consider what this really means? Frankly, it is astonishing!

Regardless of what the battlefield may look like, we are called to be faithful. Whether you donate to or volunteer at a pro-life organization, picket in front of Planned Parenthood a pro-Planned Parenthood corporation, boycott the products and services of

corporations that are boycott targets, lobby your lawmakers, or sit with a vulnerable girl in need, you are being faithful. Out of the billions of people in the world, God has chosen *you* and a handful of others to keep the flame burning. The God of the universe has chosen *you*. Have you stopped to consider what this really means? Frankly, it is astonishing! And we should act accordingly.

Douglas R. Scott is co-founder and president of Life Decisions International. He is the author of several books, the most recent being Bad Choices: A Look Inside Planned Parenthood. Scott is former vice president for public policy of the Christian Action Council and he has served as Executive Director of HUMAN LIFE of Washington State and Arizona Right to Life.

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