

equipment. Last year it would have been impossible to produce an in-house advertisement with as much expediency, quality, and multi-purpose technology as was available to FRC on-site two months ago. In one day, FRC was able to interview Columbine survivor Heidi Johnson and her mother, and use the studio to produce a professional 60-second radio ad, which we distributed to 170 radio markets within the week. And this is just a glimpse of the impact FRC can have via radio and other audio media using the new equipment.

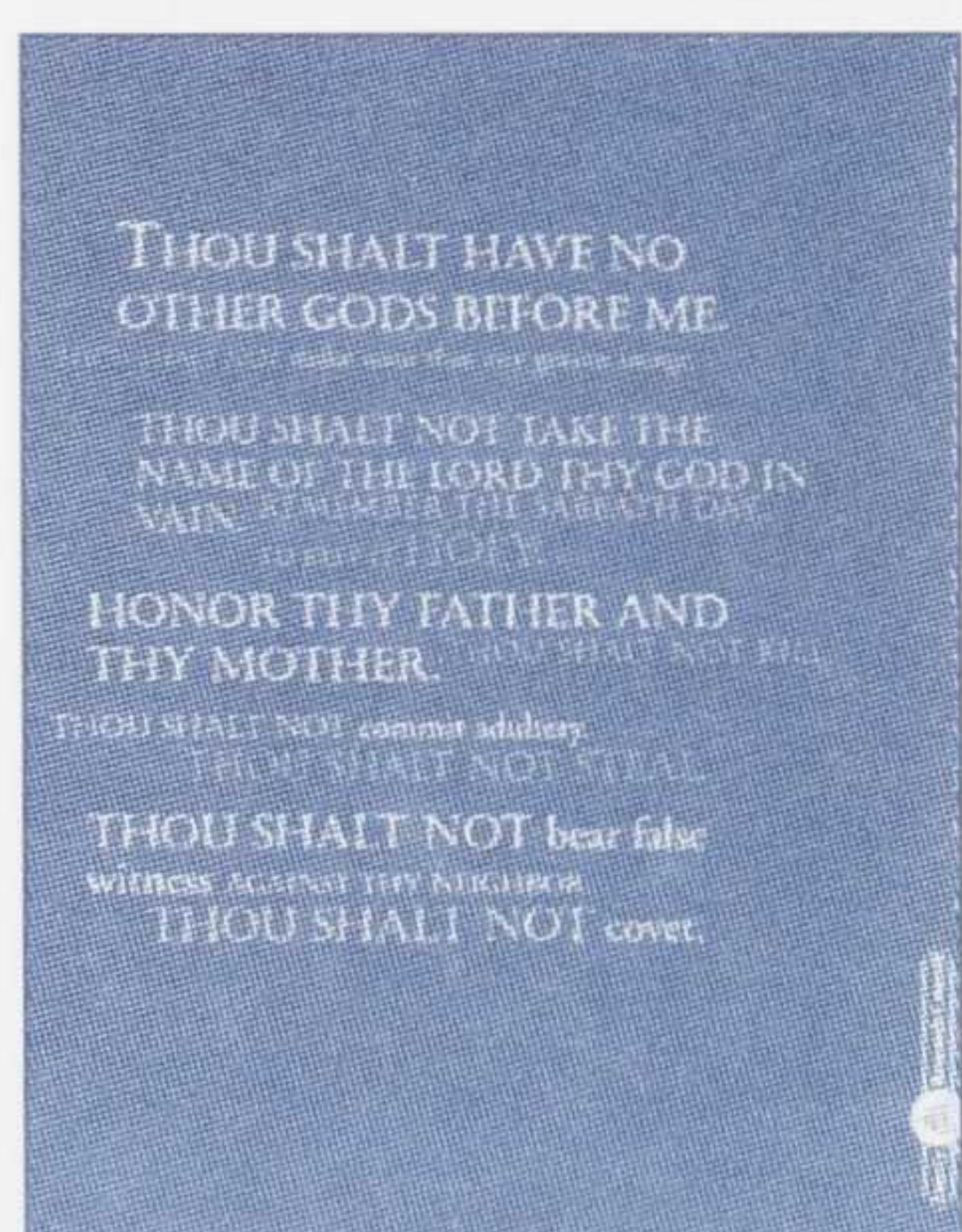
The equipment also improves sound quality when policy analysts are on talk radio shows every day. Other projects included Public Service Announcements and marriage tax ads. Not only does the studio allow FRC increased versatility, but it eliminates additional expenses incurred by taking production requests elsewhere.

The media department is especially eager to continue the relationships it has built these last few months with key radio personalities. In May, Dr. Laura Schlessinger partnered with FRC in a press conference to criticize the American Psychological Association's notorious pedophilia study. Since then, Dr. Laura has promoted FRC materials on the air, touted our research and efforts to her listening audience of over 17 million people, and approached us for information to include in her upcoming book. This new and productive alliance promises to help FRC reach an even broader audience with the pro-family message. FRC's daily radio commentary, "Washington Watch," is broadcast on over 400 stations every day.

## Religious Freedom and the Ten Commandments

In one of the most visible efforts in FRC's recent history, the campaign to promote the Ten Commandments has been an overwhelming success on every level. In the aftermath of the Columbine tragedy, increased attention has been given to the Juvenile Justice Bill, which contains, among other important initiatives, the Ten Commandments Defense Act, drafted entirely under FRC's auspices to protect the right of state institutions that choose to openly display the Ten Commandments. We solicited sponsors who introduced the legislation as FRC sought to defend Judeo-Christian principles and religious liberty. The Amendment was passed in the House as a result of the coordinated efforts of our policy, media, and government relations experts, and key members of Congress.

In the cultural component of this campaign, FRC launched a nationwide ad offering free school book covers that display the Ten Commandments. FRC received an unprecedented demand from families across America who want to



bring God back into our workplaces, buildings, and schools. Compelling stories abound from concerned Americans who are in search of tangible reminders of truth for their children. For example, the Williams family from Texas distributed over 10,000 book covers and then called to order more. Meanwhile, FRC's phones are still flooded with requests. To date we have distributed more than half a million book covers, reaching thousands of schools, countless public buildings, and almost every state.

In October, FRC held a press conference in the Capitol, kicking off a new phase of the Ten Commandments campaign. As of this writing, a bipartisan group of 42 members of Congress have committed to display a framed copy of the Ten Commandments, provided by FRC, in their Capitol Hill offices. But this is just a start. Our goal is to provide Ten Commandments posters to embolden hundreds of public officials across the country to affirm the freedom and goodness of acknowledging God in civic life by posting the Ten Commandments in public places, such as city halls, state legislatures, and courtrooms.

## Sanctity of Life

FRC's legislative program has struck meaningful chords in this session of Congress. Nearly every major item on our public policy agenda has moved through at least one house of Congress, and several have passed both houses.

In addition to FRC's ongoing work to fight abortion, our new initiative in the area of bioethics will aim to persuade the public that the same rights and intrinsic worth of an individual exist throughout the continuum of life, with emphasis on the personhood of the human embryo. Senior Fellow Bill L. Saunders, Esq., has assumed a lead role in Human Life Studies, bringing a wealth of wisdom and expertise to FRC and the issue. Various op-eds have been published by life analyst Teresa Wagner, Esq., and FRC's chief spokesperson, Janet Parshall, refuting the "medical" campaigns that insist on using taxpayer dollars to destroy living human embryos for stem-cell experimentation. FRC's data has shown that the most promising research for developing therapies uses *adult* stem-cells taken from patients' own bodies.

As a testimony to FRC's commitment to the sanctity of life, FRC's departments work together faithfully and aggressively to promote a ban on the partial-birth abortion procedure and consistently educate policymakers and the media on the ugly truth about this procedure. Our educational efforts contributed to the ban's veto-proof majority in the House of Representatives for two consecutive years and a shift in public opinion.

Another victory in the campaign to protect unborn children came in the form of the Unborn Victims of Violence Act. FRC strongly advocated this legislation,