rejected adoption and moved to Florida to satisfy the wife's obsessive love for her "Mickey son" — Mickey Mouse!

Virtually none of America's most-read newspapers published articles honoring mothers for the incredible job of nurturing children that millions of them perform every day.

Perhaps this year will be different. I certainly hope so. I pray that our local media will take time to tell the stories of the countless mothers across our land whose daily heroism is helping to build a future for families. Unfortunately, much of the media will grind on with their constant attraction to the ugly and the unusual. I'm actually convinced that one of the best ways for us to honor events like Mother's Day is to leave the daily newspaper alone and the television turned off.

Still, one of the missions we take most seriously at FRC is to carry our message to the culture at large. Of course, we must often do battle with hostile forces. These combative encounters give us a close look at the liberal media machine in action, but they also provide us with excellent opportunities to present the pro-family position. Our solid reputation and track record continue to give FRC extraordinary access to unpaid media. Just a few of the more recent examples include:

- In April, *USA Today* ran my editorial on crime and the family. A week earlier they ran a piece by our legal policy director, David Wagner, discussing the problem of child abuse. Two weeks earlier, the same paper carried our editorial defending the prerogatives of parents who "dare to discipline" their children. This is outstanding coverage!
- My appearance on ABC's *20/20* program in March as part of a story on education and self-esteem.
- Vice President for Policy William Mattox's appearance on CNN's *Crossfire* to debate the issue of gay adoption with the editor of *The New Republic*, Andrew Sullivan.
- Our first op-ed in the *Washington Post* citing positive reasons for young people to abstain from sexual activity before marriage, also written by Mattox.
- Director of Government Relations Elizabeth Law's appearance on CNN's *Prime Time World News Tonight* to debate Planned Parenthood lawyer Eve Paul on the issue of Planned Parenthood's suit against the ten states which are defying the Clinton Administration's directive to increase state abortion funding.
- Articles by FRC policy experts Scott Daniels, Bob Maginnis and others in such diverse publications as the *Miami Herald*, Focus on the Family's *Physician* magazine, *The World & I* and the *American Legion* magazine, to name just a few.

As proud as I am of FRC's accomplishments (and the considerable talents of our staff members who must be able to write well and think on their feet under the hot lights of a television studio), it's increasingly clear to me that we need to do more. As long as the secular bias of the media persists, FRC will forever be subject to their willingness to offer us limited opportunities to speak. Our pro-family message may get through, but it will be edited, time-limited, discounted and distorted, often without the chance for further response. Frankly, this is unacceptable. While defensive measures continue to be necessary, I believe FRC now needs to go on the offense.

Last year, FRC launched a series of print ads around Father's Day, celebrating the significant contributions that faithful dads make to the well-being of their children and families. When those ads appeared, especially in publications that most often omit or ignore the pro-fatherhood message, the public response was tremendous. Families were genuinely encouraged. Fathers were especially grateful to finally see someone refer to them as something other than "deadbeat" or "distracted."

I believe that a critical window of time currently exists which will allow FRC to mount an offensive. With your help I am committing my staff to expand FRC's use of paid media. Imagine what a difference it will make if we broadcast the good news about families beyond the traditional boundaries of Christian radio and the religious press! I'm convinced that there are millions of Americans who share our values and yearn to hear that they are not alone. We have a responsibility to reach these people through the very media that so often, wittingly or unwittingly, undermine their confidence and their values.

Reaching those who have yet to hear or become involved in the battle for pro-family policies will not be easy. You know that I'm not one for a "hard sell," but I must be honest with you about the tremendous cost of even a modest national advertising campaign. As a non-profit organization, we take advantage of advertising discounts and other incentives. But it is still very expensive to run a full-page ad of advertising on a single day in major national publications:

Time	$101,000
Reader's Digest	$132,000
Newsweek	$81,475
Parade Weekly	$418,000

You can see why it takes a liberal organization like Planned Parenthood with its massive budget and federal subsidies, to launch a $10 million campaign to champion abortion in the Clinton health plan. FRC may never be able to devote that kind of advertising budget to a single issue, but, with your financial help, we can send a series of powerful messages that will leave a lasting imprint on a culture starving for stability and hope.

You'll be excited to hear of a few of the special projects we have in the works:

- A new series of ads, "What Happened to America?", designed to appeal to the many Americans who are uneasy about today's trends toward violence and permissiveness. For the first time, the lack of morality and ethics is showing up in national polls as one of the top five problems facing our country. I believe this ad campaign alone can help change the moral direction of our nation.
- A second cluster of ads, promoting abstinence, has been modeled after our successful Fatherhood Campaign. These ads will focus on marriage and encourage young people to