with the media whether on camera, in print, or privately.

2. *Approach.* Act, don't react! Your opposition will attack you, your motives, or whatever they can to draw attention away from them to you or secondary issues. Never react to your opposition! Ignore them and focus on the issue. The media loves to project conflict and will attempt to cause reaction between opposing viewpoints sharing with each side the other's response.

For example, on the issue of pornography, the question of censorship will be raised, thereby attempting to focus the matter upon constitutional rights and implying that your organization is acting as a censor for the public conscience. The issue is then no longer pornography and its effects.

3. *Format strategy.* Avoid, if at all possible, any type of edited formats when dealing with TV or radio. Please refer to the paragraph entitled "Letters to the Editor" in dealing with the printed page. The ability to edit has a tremendous advantage in story presentation. Be assured that a hostile media will sometimes abuse that advantage and twist your presentation to reflect their bias.

4. *Secular media.* Avoid talk show formats on secular TV or radio. If you feel you must appear, then try to avoid taped or edited formats, giving preference to live programs. Use a spokesperson who has media experience if possible.

5. *Debate.* Avoid debate formats. AFA has found that very little if anything is accomplished in debating our issue on secular media. We have found that the host will usually be prejudiced, and very few will be open-minded enough to allow your viewpoint full and fair consideration. If you find you need to counteract a local broadcast you will find it far more effective to use a medium with a "friendly" audience to air your concerns than attempt to get a fair hearing on the "hostile" medium.

THE NEWS INTERVIEW

Of course we realize that not all interviews are live and one cannot completely avoid edited formats. If you are to get media coverage then you will of necessity need to grant on-the-spot interviews with the news team. Following are some general precepts to keep in mind:

1. *Know your subject.* Answer their questions as accurately and briefly as possible. Designate a media spokesperson to represent your group and insist that only he/she is authorized to speak for your organization.

2. *Preparation.* Be prepared with a concise statement that you want to project to the audience. The media will not always be content with a prepared statement but this is especially helpful to those unaccustomed to dealing with the media. (See below the paragraph concerning a press release). Don't allow the announcer to state your position for you or to interject his perception of your cause. Be tactful but make your statement.

3. *Maintain control.* Tactfully but firmly dismiss yourself. Avoid giving them time to pick at your answers or information. For example, after having made his/her statement in an interview while engaged in a picket, the spokesperson could conclude by saying, "Now if you'll excuse me, I must get back to the picket line." Then turn and walk away.

4. *Be encouraged.* Don't be discouraged if you "blow it" in an interview. There will be other opportunities if you remain in the battle. Experience will quickly teach you how to use the media to your advantage.

THE PRESS RELEASE

A news release is often the first impression the media will have concerning your organization or event. Thus it is important that the release be well-composed. Following are a few basic suggestions:

1. *Essential elements.* A well written release will contain:
   a. Date
   b. Name of Organization
   c. Complete address
   d. Contact Person
   e. Phone number of Contact Person
2. *Date.* A release date (if other than the above).
3. *Details.* A concise statement incorporating all necessary and relevant information to the event or organization. It should be neat, type-written, double-spaced and checked for grammar and spelling. The statement should be written to allow reporters to lift phrases easily from the written text.
4. *Timing.* The release should be as early as possible prior to the event. No later than five days prior to the event is a good rule of thumb.

Please refer to the Appendices for an example.

ARGUMENTS TO ANTICIPATE FROM THE MEDIA

ARGUMENT: What about First Amendment rights and freedom of speech?

RESPONSE: The Supreme Court has stated in *Miller v. California* that obscenity is not protected by the First Amendment. All our freedoms are limited and that is why we are free. If you want to drive 60 miles per hour in a school zone, o.k., but you will have to pay the price should you get caught. It is against the law to shout "fire" in a crowded building if in fact there is no fire.

A. What an adult or adults do in the privacy of their own home is nobody's business but their own.

R. This is true; however, when their actions have a detrimental effect on the community, their actions become the community's business. For example, there have been thousands of cases of the deadly disease AIDS reported in our nation. Seventy-three percent of these cases have been caused by two consenting homosexuals doing their own thing in their own privacy.

A. Should not people have a right to choose what they want to read or see?

R. This would appear to be true on the surface. However, there are those who would like to purchase explicit kiddie porn in a local store. Should this be sold under "freedom of choice"? I am sure that there would be a segment of society that would like to buy explicit incest magazines because incest is increasing yearly. Should these be sold just because some people want to buy them?

A. Censorship—what right do you have to tell others what they can see or read? You are imposing your morality on me.

R. No right; however, the courts have that right. Everything we see, read or hear is censored. The librarian chooses the books for the library, the program director for TV news, and the editor chooses what will go into the newspaper. Nobody can tell you what to see or to read. But the community can tell you what commercial spectacles and literature cannot be sold or distributed to you—if you choose to live in that community. The community sets up standards for itself, and has a right to legislate to protect those standards. Nobody is imposing his morality on anybody. It is only the consensus of the community that determines the standards of public decency. When that consensus is properly manifested in public law, that is community or public morality, not "ours."

The AFA has often been accused of advocating censorship. Those who know the meaning of the word **censorship** and the methods of AFA will easily recognize that such charges are unfounded.

Censorship requires prior restraint. For example, a government body might prohibit a company from publishing *Playboy*. **The AFA has never taken such a position**, has never advocated prior restraint laws.

In a sense, everything that we see, read and hear is "censored." The editor chooses the articles for newspapers. The librarian chooses which books are in circulation. Producers and Directors edit and choose what will be shown on TV news. Approximately 200 people including producers in Hollywood and network executives in New York determine what viewers will see on network TV in our nation each night.

All but seven states have obscenity laws enacted by their respective legislatures. Those state laws are all based on a 1973 U. S. Supreme Court ruling, *Miller v. California.* These laws are like any other law—e.g., laws against rape, robbery, or murder—and should be enforced until ruled unconstitutional or rescinded by the state legislative bodies.

A. Pornography is harmless. A Presidential Commission Report said so.

R. 1) You are referring to the **1970** Commission. The Majority Report of the 1970 Presidential Commission on Obscenity and Pornography was called a "scientific scandal" by many in the scientific community. It was rejected by the U.S. Senate by a vote of 60 to 5. The Hill-Link Minority Report of that Commission was read into the record in both houses of Congress as a "responsible position on the issues." The Hill-Link Report cited numerous instances where evidence was suppressed when it went counter to the pre-determined "findings" of the majority report. The Hill-Link Report and the chapters by Dr. Victor B. Cline in "Where Do You Draw the Line?" exposed the majority report for what it was. In addition, studies in the Hill-Link Report show linkages between exposure to obscene material and sexual deviancy, promiscuity, affiliation with criminal groups and more. However, extremists who want obscenity laws repealed as the majority report recommended began a campaign in early 1977 to have the report resurrected and considered a reportable document.

2) The Supreme Court in *Paris Theatre v. Slaton* (June, 1973) said: "The sum of experience, including that of the past two decades, affords an ample basis for legislatures to conclude that a sensitive, key relationship of human existence, central to family life, community welfare and the development of human personality, can be debased and distorted by crass commercial exploitation of sex."

A. You can't legislate morality.

R. Every law legislates morality. Every law sets some moral standard for its citizens and every citizen must ultimately make the moral decision to obey or disobey. Private morals are private, public morals are the business of the entire community, and the officers empowered by the community to defend the welfare of the community against the willful minority. Commercial obscenity is public business. It is public morality that obscenity laws are designed to safeguard, not private morality.

A. Obscenity is in the eye of the beholder. What is obscene to you may not be obscene to others.

R. This implies that obscenity is subjective. It is not. It is the description or depiction of specific sexual activity, the description or depiction of which is prohibited by law, to protect the common good. It is as objective as theft or murder.

A. Don't you believe that people should make love rather than make violence.

R. There is no love in pornography. It is totally loveless, debasing women, children, and humanity in general. In addition, violence is inherent in pornography.

A. War, poverty, hunger and violence are the real obscenities. Sex is not obscene.

R. The extension of the word 'obscenity' to cover all kinds of social evils is a recent development in our language. It is a well-known technique to confuse and blunt the force of obscenity laws. Of course sex is not obscene. It is the design and creation of God. It is the debasing abuse of sex that is obscene. And as in the past, so now all over the country, legislatures and the judiciary definitely specify certain abuses of sex as obscene.

A. If you don't like pornographic films and books, you don't have to see them or buy them, but don't interfere with my right to see or buy them.

R. I don't see or buy pornography. But it is there polluting the environment in which I am trying to raise my children. Society says it does not want it there and has enacted laws against it. It is against the law for anyone to sell or exhibit obscenity to you. We are simply encouraging the store not to sell pornography and encouraging people who care to boycott the store as long as it continues to do so.

A. Freedom of expression is protected by the First Amendment.

R. It most certainly is. But the Supreme Court has said and has always held, that obscenity is not protected by the First Amendment. It is not protected expression, any more than libel or slander is. Obscenity is not a First Amendment issue. It is a crime, and most of the traffic in hard core pornography in the country is controlled by organized crime.

A. If pornography were allowed to flow freely people would get bored and the problem would take care of itself.

R. This boredom or saturation theory is invalid. Heavy users of pornography do, in a sense, get bored. But they go deeper and deeper into more and more bizarre forms of it. Pornography is addicting. Remember, every day children are seeing pornography for the first time. Pornography strikes at children in the mails, on newsstands, etc.

A. The pornography industry is flourishing and growing, so the American people must want it or simply don't care.

R. Certainly there are some who want it. That's what makes it so profitable. And obviously there are some who don't care. But surveys such as *Time* magazine in July, 1986 show that the majority (in this case 72%) of Americans are opposed to the traffic in pornography and want it stopped. The majority do care; but they are confused and discouraged in the face of a highly organized industry and the loud false prophets of freedom.

Do retailers keep porn magazines out of children's hands?

One of the favorite arguments of the pornographers, and stores which sell pornographic magazines, is that they don't sell to minors. The following letters are typical of many which have been received in the AFA office.

"Back in June or July I got mad about pornography—especially after sending an eleven-year-old into a Stop & Go where she bought a copy of *Genesis* without a question." For those of you who aren't familiar with *Genesis*, it is a pornographic magazine.

"An 11-year-old girl bought a pornographic magazine and no questions were asked. And we are told that the pornographic magazines aren't sold to children."

An isolated case, you say? The letter continues. "Also a very young looking 15-year-old bought *Playboy* and *Oui* without a question." Not quite as isolated as you might be led to believe.

A Muskegon, Michigan mother recently wrote with her concerns about material her teenage daughter had received in the mail. She sent a package which her daughter had received from *Playgirl* magazine urging her daughter to subscribe. *Playgirl* is the pornographic magazine read by some females and also by male homosexuals. The mother was understandably upset. Her daughter is only 15.

"My 13-year-old son purchased and brought home what he thought was a monster comic book....He had only looked at the cover when it was purchased. We both were shocked when looking through it—the pornographic pictures and language were shocking." Thus wrote a mother in the Fairfield, California *Daily Republic*. The disturbed mother reported that they returned to the store and were again shocked to see pornography intermingled with regular comic books. The cashier refunded her son's money, but was not concerned about promoting pornography among children.

—*Don Wildmon*