

# Defend the Family

## Activist Handbook

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## **Our Purpose and Goal**

The purpose of Defend the Family Latvia is to promote marriage and the natural family as the essential foundation of society; of such importance that it needs to be strongly supported and defended by the institutions of government, mass media, education, business and religion.

Our goals are

- to create such a high awareness and agreement about the importance of marriage and family in every area of society
- to motivate every citizen, especially the leaders of key institutions, to consider the impact on marriage and family of every decision
- to provide the best information to support decisions based on the criterion of what will best preserve and strengthen families and the values that sustain them.

The following plan shall be used to achieve this goal:

1. Identify and organize people who believe strongly in family values and train them to be effective advocates of these values.
2. Educate all the people of Latvia about the importance of marriage and family through advertising, seminars, public events, mass media, and the creation and distribution of educational materials.
3. Oppose, responsibly and through all legal means, individuals and organizations which promote sexual lifestyles outside of marriage or work against family values in society.

## INTRODUCTION

This booklet is written as a guide to help pro-family people organize themselves into an effective social and political force. It outlines a simple and practical organizational model designed to focus the talents and resources of pro-family volunteers on a single goal: the creation of a healthy family-centered society.

The original motivation of some of us may be to stop the homosexual political and social agenda, but our strategy must look past the “gays” current tactics to see the bigger problem: the “gay”-sponsored philosophy of sexual promiscuity that is turning the whole society against marriage and family values.

Frankly, we have our own agenda to pursue. We don’t want just to stop the “gays.” We want to make our society a better place to live in, filled with strong and healthy marriages, secure and happy children and stable, prosperous, family-oriented communities.

The “gay” vision of a society with no restrictions on sexual conduct is an immature and self-centered fantasy. It promotes behavior that is non-procreational and highly associated with disease, addictions, psychopathology, abortion and shortened life span, in short, a “culture of death.” Our vision for a family-centered society creates a “culture of life” by promoting responsible procreation and raising of children, caring for family members, and financial responsibility. Such a society offers health, longevity, stability, security and prosperity to its members. But only hard work and perseverance will bring make our vision a reality. We must compete aggressively with our opponents so that our vision and not theirs will prevail. But our focus must be on achieving our vision, not defeating theirs. It’s an important difference. We could stop “gay” marriage and still have a disintegrating society full of broken families and perversion.

This guide provides only general advice about how to fulfill our vision. The specific goals, programs and tasks must come from the volunteers themselves and the leaders who arise from among them.

Each volunteer must work with others, offering personal experience, information, skills and resources to achieve the goals set by the organization. Differences of opinions and personality conflicts will, of course, arise, but if we all keep our eyes on the vision and not ourselves we will overcome these challenges. There are so many different projects which need to be done that all of us can be useful and creative in our work and fulfill our own priorities.

This is an organization of sacrifice. We participate because we care about the health of our society and the future of our children and grandchildren. For it to succeed, we must give freely of our time, expertise and money. No one else can fulfill our individual responsibility. It is ours and we must accept it.

On a personal note, I am a soldier in this culture war because I am first a Christian. Years ago the Lord Jesus saved me and delivered me from a long-time bondage to drugs and alcohol, and I have ever since devoted my life to redeeming the society around me. However, you will notice that this guidebook is written in non-religious terms. As a practical matter, most of our volunteers will probably be Christians, because public service is a fundamental value taught in the Bible, and because marriage and family are so central to Christian life. But a person need not be a Christian to have family values, or to want a family-friendly society. We all need to work together toward that goal, always reminding ourselves and society that healthy family values make a better world for everyone (even the people who disagree).

I have written this guide for our first national affiliate, Defend the Family Latvia, but it may be adapted for use in other counties, states, provinces or regions. It is divided into two main sections. The first section outlines the philosophy and structure of the organization. The second section provides a set of basic resources that will be useful for our volunteers. The resources may be copied and distributed. Additional resources are available at [www.defendthefamily.lv](http://www.defendthefamily.lv), in Russian and Latvian, and at [www.defendthefamily.com](http://www.defendthefamily.com), in English.

Scott Lively  
Riga, Latvia, July 7, 2007

## SECTION ONE

### I. First Principles

This is a brief summary of the facts that are most fundamental to our strategy and our task.

1. The natural family, consisting of one man and one woman and their children by birth or adoption, is the foundation of civilization. This truth is acknowledged either expressly or implicitly by most nations, cultures and major religions throughout recorded history.
2. Heterosexuality is the common design of all physically normal human beings. We are each either male or female with a reproductive system that is perfectly complimentary to that of the opposite sex. There is no “third gender.”
3. Human sexual desire originates in and derives from one’s reproductive physiology and thus all human sexuality is innately based in heterosexuality.
4. The sexual impulse is one of the most powerful forces in human life. It can be either powerfully creative or destructive. The institution of marriage constructively contains and directs this power.
5. Marriage is the social and religious institution designed to harness the power of the sex drive for procreation and enrichment of life and prevent its potential harm to individuals, families and societies. Without marriage, natural families are prone to instability and breakdown because men and women are more easily lured away from their families into other sexual relationships. Sexual infidelity and promiscuity lead to broken families, the spread of sexual diseases, greater poverty for women and children, and emotional trauma among family members leading in some cases to violence and even murder and/or suicide.
6. Broken or single-parent families are more likely to produce emotionally damaged children, who in turn are less successful in forming their own families and more likely fall into pathological or anti-social behavior patterns: violence, drug and alcohol addiction, criminal behavior, failure to succeed in school, suicide and mental health problems.
7. A marriage-based society that encourages its people to abstain from sex until marriage and to stay faithful to their spouses within marriage reaps the benefit of greater family stability and fewer social problems. Experience and research confirm that respecting the design of the natural family produces positive results while rejection of the design produces negative results.

### II Homosexuality and The “Gay” Movement

8. Homosexuality is the condition of being sexually attracted to persons of the same gender, in

contradiction to the self-evident heterosexual design of the body. As with all people, a homosexual's sexual impulse originates in the reproductive system, but is, through trauma or family dysfunction, directed toward the wrong gender. Thus it is an intrinsically disordered "sexual orientation." Therapists call this disorder Same Sex Attraction or SSA.

9. SSA is a treatable condition. Practitioners of "Reorientation Therapy" in the United States have helped thousands of homosexuals to be restored to a heterosexual orientation.

The largest association of doctors and therapists who treat SSA is The National Association for Research and Therapy of Homosexuality (NARTH), [www.narth.com](http://www.narth.com).

10. Many people who suffer from SSA become deeply addicted to "gay" sexual relationships and reject the option of recovery in favor of a lifestyle of unrestricted sexual license.

11. The "gay" movement is a global network of political activists made up of people with SSA who reject the notion that their behavior is wrong, but instead insist that all nations and cultures adopt their philosophy of sexual anarchy in place of the norms of the marriage-based society. It is not a random social force, but a highly organized army of social engineers with a single purpose.

12. The "gay" movement is the most dangerous social and political movement of our time because it threatens the very foundation of civilization by using every possible means to break down the walls that restrict sexual behavior to traditional marriage. It is also a purely self-interested movement, willing to advance its own goals at the expense of all other members of society. This single-mindedness can be seen in its claims to victim status, its many proposals for laws which advance only the interests of "gays," and its use of any access to power to silence and punish opposition.

### **III. The Homosexual Message**

The disordered nature of homosexuality is self-evident; therefore any effort to normalize or legitimize homosexuality must use falsehood and deception to gain public support. The homosexual appeal for public support includes several standard lies that are repeated constantly by its spokespersons, and presented to the public as proven facts:

- "Homosexuality is innate and normal." (Often called the "born that way" argument.)
- "Homosexuality cannot be changed."
- "Heterosexual children cannot become homosexual."
- "Homosexuals and heterosexuals are separate but equal sexual types."
- "All disapproval of homosexuality is motivated by hate and fear."
- "Homosexuality is equivalent to race, and disapproval of homosexuality is like racism."
- "Homosexuals are helpless victims who need special legal protection."

- “Toleration of homosexuals requires approval of homosexual conduct.”
- “Homosexual suicides and mental health problems are caused by social disapproval.”

An essential goal of our organization is to expose the falsehood of these assertions. The people, especially social and political leaders, need to know the truth, and it is our job to inform them. Fortunately, there is a wealth of authoritative documentation to support the pro-family position on these topics. We will locate, translate and utilize these resources in the most efficient and effective manner. Section Two of this handbook contains several ready-to-use resources, and a list of websites where additional resources may be found.

#### **IV. The Homosexual Strategy & Tactics**

A strategy is a long-term plan of action designed to achieve a particular goal. Tactics are specific details or parts of a strategy which can be used to implement it.

The homosexual strategy is to organize and deploy an army of political activists to take effective control of every area of social influence and to use their power to produce a new society which can provide them with an unlimited number of sexual partners and which has no legal or social restrictions on sexual conduct. The strategy also provides for converting, silencing, discrediting and criminalizing those who oppose these goals.

##### 1. How do they attract and recruit their activists?

Homosexuals cast themselves as a united coalition of sexual minorities (GLBT “gay,” lesbian, bisexual, transgendered) who must band together against a common oppressor or be killed or harmed. This oppressor is the “homophobic” majority which they characterize as made up of hate-filled religious fanatics and other bigots, and those who go along with “homophobic” attitudes out of ignorance.

The reason for accusing opponents of hating them is to put the opponents on the defensive, but also to preserve their own political unity by invoking fear.

This strategy is also used to create sympathy and gain allies among non-homosexuals.

This homosexual activist organizations aim to recruit young people in general as sympathizers, but also to recruit troubled young people into the homosexual lifestyle itself. It is common for many young people to have same-sex attractions during their teenage years. For most, these feelings go away naturally with maturity. But if a young person with these feelings happens to fall in with a GLBT activist group, he or she can easily be recruited into a homosexual relationship. However, getting out is not so easy when the whole “gay” world is divided into “us” vs. “them” and everyone who could help lead the young person in the right direction is accused of being a hate-filled bigot.

## 2. How do they organize into a political army?

Homosexuals have created their own alternate “community” which serves as a sort of network of available potential sexual partners for everyone with “gay“, lesbian, bisexual or transgender inclinations or addictions. It mimics normal society in every way (bars, social clubs, bowling leagues, etc.) so that members of the community can limit their interaction with outsiders.

It is also different from normal society in that it operates like one large political party. All “gay” events are first about sex and second about politics. To be active in the “gay community” is to be a political operative at some level.

The members of the “gay” community (especially the men) want more than anything else to expand their universe of potential sexual partners, so naturally they are easily recruited into the grand scheme to “make the whole world gay” through social and political change.

The huge “Gay Pride” parades seen in major cities around the world are a perfect example. Every “Pride” parade accomplishes two things. First it provides an opportunity for sexual promiscuity with a large new pool of potential partners. Homosexual activists from around the world use the “Pride” events as vacation opportunities. This is why these parades have so many participants and are enthusiastically promoted by opportunistic backers.

Second, “Gay Pride” parades achieve a major political objective by using tourism dollars to break down resistance to homosexuality in business and government circles, and by getting massive publicity for an event that showcases the “gays” power and the public’s acceptance.

## 3. How do they deploy their army?

The homosexual goal is to take effective control of the seats of power and influence in the society. The key spheres of influence include mass media (news and entertainment), government, schools and colleges, businesses, churches and community organizations.

Having a relatively small number of activists, and a large number of targets, the “gays” seek to maximize their influence by taking and holding key positions in each sphere.

Certain tactics are common to multiple targets at the beginning of the takeover campaign.

For example, in media, schools and business, the most important position is the one that controls who is hired. Since homosexuals can easily hide their “gay” identity, it is easy, once the hiring position is in the hands of a “gay” activist, to hire only fellow “gays” as new positions become available. They will all stay “in the closet” until they have enough people to form a “gay” and lesbian employee association or similar pressure group, and then use their collective power to



force policy changes within the organization.

In government, the key positions are not necessarily the elected political leaders, but the powerful *assistants* of decision-makers, for example, legislators' aides or law clerks in the higher courts.

In churches and community organizations, the goal is to gain a majority among the voting members. This has been easily accomplished in many small non-profit organizations and church congregations of the declining denominations of the US.

Most important to homosexual strategy is to hold the key positions and then to use that power to change the society, by marketing the homosexual message to the public while also attacking and marginalizing the pro-family leaders and organizations.

## **V. The Pro-Family Agenda**

Our agenda is to create a more family-friendly world. Our strategy is to identify, train and organize pro-family activists to promote marriage and family as the most important and valued elements of society.

We work to promote and defend family values in four key spheres of influence:

- Education
- Business
- Government
- Media.

Our primary purpose is not to stop the homosexuals, but to change society to make it strongly pro-family. We want every sphere of society to promote and protect marriage and family values. The homosexual movement will be stopped automatically as we work toward our goal because their agenda is the opposite of ours. If we succeed in our pro-family campaign, their anti-family campaign must fail. Homosexuality itself will occur much less frequently if families are healthy and well-informed about children's development and emotional needs.

### Four Teams:

We begin our strategy by organizing pro-family volunteers into four teams addressing the four spheres of influence (education, business, government and media) and hold separate training seminars and regular meetings for each team.

Each team

- is divided into two or more squads, each with a Squad Leader. The squads are project-

oriented task groups.

- has a Team Director whose job is to hold meetings, to assign volunteers to squads, and to facilitate the work of the squads.
- follows a three-phase plan.

### Three-Phase Plan:

The first phase is to organize task groups who will gather information and become fully informed about their sphere of influence.

The second phase is to make a plan of action based on the research from phase one and divide the work of implementing the plan among the task groups.

The third phase is to implement the plan through the cooperation of the task groups, with regular meetings of the team to report, assess and modify the plan of action.

All teams will become specialists in teaching others how marriage and family benefit society and how sexual promiscuity, including homosexuality, harms society.

## **VI. The Education Team**

Goal: To promote and defend the pro-family agenda in the field of education, especially in the schools and universities.

The homosexuals devote a lot of their time and resources to influence children and youths in the schools because they know that these young people will shape the future of the nation. If they can make these children homosexual or pro-homosexual, the future of Latvia will belong to the “gays.”

Education is controlled from four centers of power:

1. Teachers
2. Administrators, including specific political leaders and government bureaucrats
3. Producers of educational resources such as textbook manufacturers
4. Parents

Each center of control must be protected from infiltration by “gay” activists and persuaded to actively promote marriage and family values to students.

Our team must gain influence with each of the four centers of control, and they must be included in each part of the three phase plan.

The homosexuals always seek to gain control of the most strategic positions, but they will use any base of influence as a starting point. Sometimes it is a teacher, sometimes an administrator or a member of the educational bureaucracy.

The presence of “gay” activism can be recognized by the appearance of homosexual propaganda in the school or university, specifically any teaching that homosexuals are born “gay” and cannot change. This is always the first stage of propaganda.

The next stage is the teaching that homosexuals are victims who must be protected and that opposition to homosexuality is the equivalent of racism. The more advanced the “gay” influence in an institution, the more openly hostile the propaganda will be against people who disagree. A strongly homosexual-controlled institution will forbid any open disapproval of homosexuality and punish those who speak against it.

Each member of the team must make it his or her personal mission to change the educational system to become strongly pro-family. This will not only protect the children from the danger of homosexuality, it will give them a happier future and create a healthier society for everyone to enjoy.

Each member of the team must take action to fulfill this vision by cooperating in an organized plan.

## **VII. Special Considerations for the Education Team**

### Information Gathering

Information gathering will be an essential and ongoing part of the Education Team. The team will need to find the answers to the following questions, among others:

- How does the educational system work, who controls it, how is it controlled?
- What is currently taught to students about marriage, family and sexuality at every grade level?
- What resources are used to teach these things, who produces them, and who decides what resources will be used?
- How far have the “gays” already infiltrated the school system, and who are the pro-homosexual activists?
- Which teachers, administrators and politicians are pro-family, and how dedicated are they to protecting family values?
- What are the teachers being taught about marriage, family and sexuality?
- What existing resources are available to use to teach about marriage and family?
- What are the social statistics in Latvia regarding family issues?

### Goal Setting

The members of the Education Team must create an action plan with specific goals based on the information that is gathered in Phase One. Some possible actions include

- Creation of a Pro-Family Teacher's Association to help organize teachers who value marriage and family values.
- Preparation and distribution of educational resources to help teachers and administrators understand why marriage and family are good for society and why homosexuality and sexual promiscuity are bad for society.
- Preparation and distribution of teaching materials for every grade level teaching about marriage and family values in age-appropriate ways.
- Creation of a list of key politicians and administrators who have substantial influence in the educational system and a group of emissaries from the Education Team who will work to make friends with these individuals and provide them with a steady stream of pro-family resources.
- Identification of the "gay" activists in the school system and creation of a monitoring system to watch them carefully and to expose any manipulation of the students under their authority.
- Preparation of new policies and laws to be adopted by the schools and controlling government agencies which require schools to promote healthy family life and forbid teaching or condoning sexual promiscuity, including homosexuality.
- Preparation and public distribution of a report or series of reports on education in Latvia as it relates to marriage, family values and sexual promiscuity, including homosexuality.
- Creation of a public advertising campaign about the value of teaching marriage and family life skills to students.

### Project Implementation

The Education Team must assign individuals and squads to work to achieve the goals set by the team. It should meet regularly to discuss the progress of the work and share new information and suggestions.

It is important to set realistic goals and to divide the work so that it is shared among the volunteers according to their skills, time and dedication.

Whenever a specific stages of a project or goal have been completed, the persons responsible should be honored by the team.

After each task or goal is achieved, the team must move on to the next one. New tasks and goals should be added as the organization grows and matures.

## **VIII. The Business Team**

Goal: To promote and defend marriage and family values in the business world and to raise money to support all the teams.

The homosexual strategy for businesses is to force them to accept and promote the “gay” agenda. One of the first aims of pro-homosexual legislators regarding the business community is to forbid businesses to hire or fire on the basis of “sexual orientation.” Once such a law is in place, homosexual activists hunt for wealthy businesses to sue for breach of the law. Businessmen should always be careful not to use homosexuality as their reason for hiring and firing. Poor job performance is the best reason to cite for firing an employee.

In large companies “in the closet” homosexual activists work to get other activists into the hiring positions, from which they will then hire large numbers of homosexuals. When they have enough activists inside the company, they form an employee group and demand political concessions, such as special company benefits for “domestic partners.” They also insist on mandatory “sensitivity training” for all employees. This consists of classes that force employees to accept and believe the standard “gay” propaganda. Any employees who show disapproval of homosexuality in these classes may be quietly targeted for removal, usually by carefully watching and building a case against them in their employee files until they can be plausibly fired on some work-related issue.

“Gay” employee groups work continuously and aggressively in a coordinated effort to take full control of the company, after which time they use all of the assets and power of the company to advance the homosexual agenda in the community, especially through the awarding of contracts, the placement and message of advertising, and the company’s charitable donations and sponsorship of events.

It is very important for the Business Team to oppose the homosexual agenda to prevent the nation’s businesses from being used as tools in the “gay” strategy.

The Business Team will follow a two-track approach to influencing the business community: a positive track and a negative track.

### The Positive Track

The Business Team has created a campaign called Business for Family; B4FA. Business for Family is an association of pro-family businesses which will receive free advertising in a special family advertising directory that will be mass-produced and distributed to churches and public venues that cater to families. Any pro-family business can be in the directory if it accepts our Pro-Family Statement of Principles for Business. These businesses will also have the right to display the Business for Family logo in their place of business and any advertising they may do in

the community.

The directory will be funded by the sale of ads in the directory that are more prominent than those that are given for free.

### The Negative Track

A special squad of the Business Team will focus on anti-family businesses and try to get them to change their business practices. This campaign is called Standing for Truth.

The Standing for Truth squad will identify businesses that cooperate in promoting the homosexual agenda in the community, either directly through their own business activities or indirectly through donations to homosexual projects or organizations. It will then use boycotts, picketing and other legal means to try to persuade these businesses to become pro-family or at least neutral.

## **IX. Special Considerations for the Business Team**

### Information Gathering

Information gathering for the Business Team should be quite simple. It involves identifying which businesses are pro-family, which are anti-family and which are neutral.

The Standing for Truth squad must also determine what tactics are legally allowed in Latvia relating to boycotts and pickets of private businesses.

### Goal Setting

The Business Team's initial goal and tactics are set by the two-track approach stated above.

The Business for Family Group must

- Establish a Statement of Principles that define what it means to be a pro-family business.
- Design a Business for Family logo
- Design a Business Directory that will
  1. List the pro-family businesses in some logical order
  2. Be visually appealing to the people who will use it in their shopping decisions
  3. Include a variety of advertising options for purchase
- Organize a group of volunteers and/or salesmen to personally visit business owners, present them with the Statement of Principles, and invite the pro-family businesses to join the association and/or buy advertising in the directory.
- Print and distribute the business directory

The Standing for Truth squad must

- Determine which businesses are anti-family
- Organize a group of volunteers to visit the business owners and attempt to persuade them to become pro-family or at least neutral
- Create and distribute a boycott list of businesses that refuse to stop supporting the homosexual agenda.
- Organize public demonstrations and/or pickets of businesses that are the most harmful to the cause of protecting family values -- but only after the legal right to do so has been determined.

### Project Implementation

The Business Team must meet regularly to allow all the members of the team to be updated on the status of the projects and to invite additional volunteers to participate.

The Team should develop additional projects which will help promote family values in the business community.

The Team should work continually to educate the business community about the importance of marriage and family values.

The Team should ask the pro-family businesses to help to fund the work of Defend the Family - Latvia by donating to the organization.

### **X. The Government Team**

Goal: To promote and defend marriage and family values in and through national and local government.

Homosexual activists work diligently to gain power in government in order to change the laws to provide special status and benefits for themselves, to eliminate special status and benefits for married people and families, and to silence or punish people who disagree with them.

Government protections for marriage and family are appropriate and necessary because of the importance of family to the overall health of society. But protections for homosexuality are destructive because they condone behavior that is harmful to the people who practice it and to society. Most people know these facts, so why have certain politicians embraced the homosexual agenda?

Most politicians respect only power. Political power in a democracy comes from four sources

1. The will of the masses
2. Individuals or groups with lots of money
3. Organized social/political activists
4. Mass Media

The majority of the people of Latvia are strongly anti-homosexual, but the homosexual movement has lots of money and a highly organized group of activists. They strategically focus their energy on convincing a few key political leaders that “gay“ money and activism are powerful enough to protect their political allies from the anger of the pro-family majority. “If you advance our agenda,” promise the homosexual leaders, “we will use all of our power to support and protect you.” Unfortunately, until pro-family citizens get organized, the “gay” strategy usually works.

However, when the people who care about family values actively compete for influence in the political process they can easily win, because there are so many more people who support family values than who support the “gay” agenda. But pro-family people cannot delay, because the longer that the “gays” work without challenge from the pro-family side, the more citizens will become pro-”gay” through propaganda and other social manipulation.

The Government Team is divided into five squads:

- Lobby Squad A, which seeks to influence the legislative branch of government: (Parliament)
- Lobby Squad B, which seeks to influence the executive branch of government (Ministries)
- Elections Squad, which works to build a database of pro-family voters and volunteers and educate them about the political process and the issues
- Issues Squad, which identifies all laws and policies being addressed by government that have an impact on the family
- Victory Fund Squad, which raises money to help elect pro-family candidates

## **XI. Special Considerations for the Government Team**

### Information Gathering

The government teams needs to have a complete understanding of the political process in Latvia. It must consider at least the following questions:

- What are the political offices of the country and who holds these offices?
- Which officials are pro-family and which are anti-family?
- Which are the most important political offices?
- Which are the political offices that control how the money is spent?
- How does the voting process work?



## Project Implementation

**Lobby Squads.** It will be necessary to develop a file on each office and each person who holds office, so that the lobby teams can have enough information to effectively influence each official. The members of the squads should work to make friends with the political figures, and should recruit volunteers to the squad who are especially good at this task. The squads should provide a steady supply of pro-family information to the politicians and seek to help the politicians in any way they can, even serving as volunteer staff members for pro-family politicians. It is especially important to provide simple, well-documented, authoritative pro-family information to officials who are being pressured to adopt anti-family policies or legislation. Defend the Family will provide such information in the form of fact sheets (see attachments); new fact sheets will be produced on request and made available to all chapters.

**Elections Squad.** The squad has the primary duty of identifying and making a database of all the pro-family voters of the nation. The database should be accessible by political district and other helpful criteria. The best way to build a database is to circulate a petition that only pro-family citizens will want to sign. The squad can recruit volunteers to help circulate the petition.

**Issues Squad.** The squad has the duty to educate the people (including those in the data-base created by the Elections Squad) about the pro-family issues, by finding and circulating important pro-family news and resources. It should also keep the team and pro-family voters informed about any proposed laws and policies affecting families which are currently being considered by the government.

**Victory Fund Squad.** The squad has the duty to raise money to put in the victory fund. It can use every legal means of raising money, but should emphasize the solicitation of money from wealthy people who share our values. It must also research the laws regarding spending money on elections.

## **XII. The Media Team**

The goal of the media team is to

- Make the Latvia media pro-family.
- Create our own pro-family resources in various forms (literature, films, etc.) to serve the nation.
- Create strong (secular, not religious) competitors to the anti-family media (or buy them) if we cannot make the existing media pro-family.

The mass media may be the most important sphere of influence in society. It has the power to shape public opinion, lionize or demonize public figures, focus public attention on specific people or issues at strategic moments, and, over time, to define reality for the people who rely upon it

for information.

The homosexual activists always target the media first in their campaign to change society. It is thus essential that our organization begin immediately to compete for influence in the mass media.

The Media Team is divided into four squads.

- Squad 1 is focused on print media: newspapers, magazines.
- Squad 2 is focused on broadcast media: television, radio, cable.
- Squad 3 is focused on Internet media (excluding online divisions of print and broadcast media companies)
- Squad 4 is focused on producing and conducting a survey to determine how pro-family or anti-family the media is.

### **XIII. Special Considerations for the Media Team**

#### Information Gathering

The media team will need to do a lot of research, including

- Identifying all of the media outlets in the country
- Categorizing them by numerous criteria: type of media company, market in which they operate, their target audience, size of their audience, and other important factors.
- Identifying the decision-makers in the media companies
- Identifying the reporters in the media companies
- Deciding who are friends and who are foes of family values

#### Goal Setting

The Media Team has adopted a plan to prepare a comprehensive report on the state of the national media. This will involve all squads, and utilize the research described above in a practical way. The report can be prepared in any of several forms (print, film, radio) or any combination. The act of carrying out this project will help the squads achieve their information gathering goals.

#### Project Implementation

After the publication of the report there are a number of projects which may help the team gain influence in the media:

- Formation of a pro-family news agency to gather pro-family news from around the world and

customize it for use by the local media.

- Creation of an outreach program to help news reporters and editors learn the value of promoting the pro-family perspective.
- Creation of a journalist training and/or employment service to help pro-family journalists get jobs in the media.
- Creation of a for-profit business corporation to raise capital to start or buy and operate secular media companies.
- Development of a pro-family journalists association.
- Production of pro-family products for mass media: documentary films, literature, etc.
- Establishment of an awards program to honor pro-family journalists.

These are just a few possibilities. The Media Team will choose among these and other projects.

#### **XIV. Conclusion**

This booklet is not intended to be a complete guide to every aspect of starting and growing a pro-family movement. It provides some basic, logical first steps toward this goal. The key to success will be the rise of leaders from the ranks of our volunteers. These motivated and creative men and women will make the vision of Defend the Family their own, and will build upon the foundation we have described here.

All volunteers should always be encouraged to use this organization as a place to exercise their own skills and talents. The organization should always try to be a source of support for everyone who steps forward with a plan or idea that can advance our agenda. However, it is also important that no one moves forward with any project in the name of the organization unless that project is approved by the board. If we keep good order, and stay focused on our goals, we will accomplish much.

## SECTION TWO

### Resources:

I. The following articles support the assertions made in Parts I & II of Section One, roughly in the order in which the assertions are made. However, most of the articles support multiple points in Section One and are thus not presented in traditional “footnote” format, but as documentation of the entire thesis.

- (1) Brown, Susan & Booth, Alan (1996), “Cohabitation Versus Marriage: A Comparison of Relationship Quality,” *Journal of Marriage and the Family*, 58 (3) 668-78.
- (2) Binstock, Georgina & Thornton, Arland (2003), "Separations, Reconciliations, and Living Apart in Cohabiting and Marital Unions," *Journal of Marriage and Family*, 65 (2) 432-443.
- (3) Treas, Judith & Giesen, Deirdre (2000), "Sexual Infidelity Among Married and Cohabiting Americans," *Journal of Marriage and the Family*, 62 (1) 48-60.
- (4) Jeffrey Satinover (2005), "The Trojan Couch: How the Mental Health Associations Misrepresent Science." Narth.com.
- (5) Fagan, Patrick, Johnson, Kirk A. and Butcher, Jonathan (1996), *A Portrait of Family and Religion in America*, based on data from the National Longitudinal Study of Adolescent Health; Charts 2,3,4,5,6 and 8 illustrate the strength of the two types of natural intact families, married and cohabiting natural parents, over all other child raising configurations in preventing destructive behavior by their adolescent children.
- (6) Irving Bieber, et al. (1962). *Homosexuality: A Psychoanalytic Study of Male Homosexuals*, NY: Basic Books, 276; Robert Spitzer, (2003). "Can some gay men and lesbians change their sexual orientation? 200 participants reporting a change from homosexual to heterosexual orientation," *Archives of Sexual Behavior*, 32 (5) 403-417; Glenn Wyler (April, 2004). "Anything but Straight: A Book Review," *NARTH Bulletin*, 32- 45.
- (7) Ariel Shidlo & Michael Schroeder, (2002). "Changing Sexual Orientation: A Consumer’s Report," *Professional Psychology: Research and Practice*, 33 (3), 249-259.
- (8) David Fergusson, L. Horwood & A. Beautrais, (1999). "Is sexual orientation related to mental health problems and suicidality in young people?" *Archives of General Psychiatry*. 56 (10), 876-888.
- (9) Theo Sandfort, et al (2001). "Same-sex Sexual Behavior and Psychiatric Disorders: Findings from the Netherlands Mental Health Survey and Incidence Study (Nemesis)." *Archives of General Psychiatry*, 58, 85-91.

### II. Links to Pro-Family Resources

For all teams:

[www.narth.com](http://www.narth.com)

<http://www.exodus-international.org>

<http://exodusbooks.org/Books/>  
<http://www.pfox.org>  
<http://www.afa.net/>  
<http://www.familyresearchinst.org/>  
<http://www.frc.org>  
<http://www.worldcongress.org/>

For the Business Team

<http://www.corporateresourcecouncil.org>

### **III. Resources to Copy and Distribute**

#### Documentation of the Homosexual Agenda

- The Homosexual Manifesto
- 1972 Gay Rights Platform
- The Overhauling of Straight America

#### Documentation in Support of the Pro-Family Position

- Why Government Should Actively Promote Marriage and Family in Public Policy and Law
- Fact Sheet on Homosexuality and Mental Health
- Fact Sheet on Same Sex Attraction and Immutability
- The Falsification of Evidence on Homosexuality by the U.S. Mental Health Associations

## THE HOMOSEXUAL MANIFESTO

By Michael Swift, "Gay Revolutionary." Reprinted from The Congressional Record of the United States Congress. First printed in Gay Community News, February 15-21 1987

"We shall sodomize your sons, emblems of your feeble masculinity, of your shallow dreams and vulgar lies. We shall seduce them in your schools, in your dormitories, in your gymnasiums, in your locker rooms, in your sports arenas, in your seminaries, in your youth groups, in your movie theater bathrooms, in your army bunkhouses, in your truck stops, in your all male clubs, in your houses of Congress, wherever men are with men together. Your sons shall become our minions and do our bidding. They will be recast in our image. They will come to crave and adore us.

Women, you cry for freedom. You say you are no longer satisfied with men; they make you unhappy. We, connoisseurs of the masculine face, the masculine physique, shall take your men from you then. We will amuse them; we will instruct them; we will embrace them when they weep. Women, you say you wish to live with each other instead of with men. Then go and be with each other. We shall give your men pleasures they have never known because we are foremost men too, and only one man knows how to truly please another man; only one man can understand the depth and feeling, the mind and body of another man.

All laws banning homosexual activity will be revoked. Instead, legislation shall be passed which engenders love between men. All homosexuals must stand together as brothers; we must be united artistically, philosophically, socially, politically and financially. We will triumph only when we present a common face to the vicious heterosexual enemy.

If you dare to cry faggot, fairy, queer, at us, we will stab you in your cowardly hearts and defile your dead, puny bodies.

We shall write poems of the love between men; we shall stage plays in which man openly caresses man; we shall make films about the love between heroic men which will replace the cheap, superficial, sentimental, insipid, juvenile, heterosexual infatuations presently dominating your cinema screens. We shall sculpt statues of beautiful young men, of bold athletes which will be placed in your parks, your squares, your plazas. The museums of the world will be filled only with paintings of graceful, naked lads.

Our writers and artists will make love between men fashionable and de rigueur, and we will succeed because we are adept at setting styles. We will eliminate heterosexual liaisons through usage of the devices of wit and ridicule, devices which we are skilled in employing.

We will unmask the powerful homosexuals who masquerade as heterosexuals. You will be shocked and frightened when you find that your presidents and their sons, your industrialists,

your senators, your mayors, your generals, your athletes, your film stars, your television personalities, your civic leaders, your priests are not the safe, familiar, bourgeois, heterosexual figures you assumed them to be. We are everywhere; we have infiltrated your ranks. Be careful when you speak of homosexuals because we are always among you; we may be sitting across the desk from you; we may be sleeping in the same bed with you.

There will be no compromises. We are not middle-class weaklings. Highly intelligent, we are the natural aristocrats of the human race, and steely-minded aristocrats never settle for less. Those who oppose us will be exiled. We shall raise vast private armies, as Mishima did, to defeat you. We shall conquer the world because warriors inspired by and banded together by homosexual love and honor are invincible as were the ancient Greek soldiers.

The family unit--spawning ground of lies, betrayals, mediocrity, hypocrisy and violence--will be abolished. The family unit, which only dampens imagination and curbs free will, must be eliminated. Perfect boys will be conceived and grown in the genetic laboratory. They will be bonded together in communal setting, under the control and instruction of homosexual savants.

All churches who condemn us will be closed. Our only gods are handsome young men. We adhere to a cult of beauty, moral and esthetic. All that is ugly and vulgar and banal will be annihilated. Since we are alienated from middle-class heterosexual conventions, we are free to live our lives according to the dictates of the pure imagination. For us too much is not enough.

The exquisite society to emerge will be governed by an elite comprised of gay poets. One of the major requirements for a position of power in the new society of homoeroticism will be indulgence in the Greek passion. Any man contaminated with heterosexual lust will be automatically barred from a position of influence. All males who insist on remaining stupidly heterosexual will be tried in homosexual courts of justice and will become invisible men.

We shall rewrite history, history filled and debased with your heterosexual lies and distortions. We shall portray the homosexuality of the great leaders and thinkers who have shaped the world. We will demonstrate that homosexuality and intelligence and imagination are inextricably linked, and that homosexuality is a requirement for true nobility, true beauty in a man.

We shall be victorious because we are fueled with the ferocious bitterness of the oppressed who have been forced to play seemingly bit parts in your dumb, heterosexual shows throughout the ages. We too are capable of firing guns and manning the barricades of the ultimate revolution.

Tremble, hetero swine, when we appear before you without our masks."

###

## The 1972 Gay Rights Platform

*Platform created at the National Coalition of Gay Organizations Convention held in Chicago in 1972*

### FEDERAL LEVEL:

1. Amend all federal Civil Rights Acts, other legislation and government controls to prohibit discrimination in employment, housing, public accommodations and public services.
2. Issuance by the President of an executive order prohibiting the military from excluding for reasons of their sexual orientation, persons who of their own volition desire entrance into the Armed Services; and from issuing less-than-fully-honorable discharges for homosexuality; and the upgrading to fully honorable all such discharges previously issued, with retroactive benefits.
3. Issuance by the President of an executive order prohibiting discrimination in the federal civil service because of sexual orientation, in hiring and promoting; and prohibiting discriminations against homosexuals in security clearances.
4. Elimination of tax inequities victimizing single persons and same-sex couples.
5. Elimination of bars to the entry, immigration and naturalization of homosexual aliens.
6. Federal encouragement and support for sex education courses, prepared and taught by gay women and men, presenting homosexuality as a valid, healthy preference and lifestyle as a viable alternative to heterosexuality.
7. Appropriate executive orders, regulations and legislation banning the compiling, maintenance and dissemination of information on an individual's sexual preferences, behavior, and social and political activities for dossiers and data banks.
8. Federal funding of aid programs of gay men's and women's organizations designed to alleviate the problems encountered by Gay women and men which are engendered by an oppressive sexist society.
9. Immediate release of all Gay women and men now incarcerated in detention centers, prisons and mental institutions because of sexual offense charges relating to victimless crimes or sexual orientation; and that adequate compensation be made for the physical and mental duress encountered; and that all existing records relating to the incarceration be immediately expunged.

STATE LEVEL: 1. All federal legislation and programs enumerated in Demands 1, 6, 7, 8, and 9 above should be implemented at the State level where applicable.

2. Repeal of all state laws prohibiting private sexual acts involving consenting persons; equalization for homosexuals and heterosexuals for the enforcement of all laws.
3. Repeal all state laws prohibiting solicitation for private voluntary sexual liaisons; and laws prohibiting prostitution, both male and female.
4. Enactment of legislation prohibiting insurance companies and any other state-regulated enterprises from discriminating because of sexual orientation, in insurance and in bonding or any other prerequisite to employment or control of one's personal demesne.
5. Enactment of legislation so that child custody, adoption, visitation rights, foster parenting, and the like shall not be denied because of sexual orientation or marital status.
6. Repeal of all state laws prohibiting transvestism and cross-dressing.
7. Repeal of all laws governing the age of sexual consent.
8. Repeal of all legislative provisions that restrict the sex or number of persons entering into a marriage unit; and the extension of legal benefits to all persons who cohabit regardless of sex or numbers.



## **The Overhauling of Straight America**

by Marshall Kirk and Erastes Pill

**This “must read” article, originally published in Guide magazine, November 1987 is the blueprint for the now global homosexual propaganda campaign to replace marriage-based society with a culture of sexual anarchy. A 1999 book based on this outline, titled *After the Ball*, has become the “bible“ of homosexual propagandists. However, only this article states the “gay” goals and tactics with such alarming frankness.**

The first order of business is desensitization of the American public concerning gays and gay rights. To desensitize the public is to help it view homosexuality with indifference instead of with keen emotion. Ideally, we would have straights register differences in sexual preference the way they register different tastes for ice cream or sports games: she likes strawberry and I like vanilla; he follows baseball and I follow football. No big deal.

At least in the beginning, we are seeking public desensitization and nothing more. We do not need and cannot expect a full "appreciation" or "understanding" of homosexuality from the average American. You can forget about trying to persuade the masses that homosexuality is a good thing. But if only you can get them to think that it is just another thing, with a shrug of their shoulders, then your battle for legal and social rights is virtually won. And to get to shoulder-shrug stage, gays as a class must cease to appear mysterious, alien, loathsome and contrary. A large-scale media campaign will be required in order to change the image of gays in America. And any campaign to accomplish this turnaround should do six things.

### **[1] TALK ABOUT GAYS AND GAYNESS AS LOUDLY AND AS OFTEN AS POSSIBLE**

The principle behind this advice is simple: almost any behavior begins to look normal if you are exposed to enough of it at close quarters and among your acquaintances. The acceptability of the new behavior will ultimately hinge on the number of one's fellows doing it or accepting it. One may be offended by its novelty at first--many, in times past, were momentarily scandalized by "streaking," eating goldfish, and premarital sex. But as long as Joe Six-pack feels little pressure to perform likewise, and as long as the behavior in question presents little threat to his physical and financial security, he soon gets used to it and life goes on. The skeptic may still shake his head and think "people are crazy these days," but over time his objections are likely to become more reflective, more philosophical, less emotional.

The way to benumb raw sensitivities about homosexuality is to have a lot of people talk a great deal about the subject in a neutral or supportive way. Open and frank talk makes the subject seem less furtive, alien, and sinful, more above-board. Constant talk builds the impression that public opinion is at least divided on the subject, and that a sizable segment accepts or even practices homosexuality. Even rancorous debates between opponents and defenders serve the purpose of desensitization so long as "respectable" gays are front and center to make their own pitch. The

main thing is to talk about gayness until the issue becomes thoroughly tiresome.

And when we say talk about homosexuality, we mean just that. In the early stages of any campaign to reach straight America, the masses should not be shocked and repelled by premature exposure to homosexual behavior itself. Instead, the imagery of sex should be downplayed and gay rights should be reduced to an abstract social question as much as possible. First let the camel get his nose inside the tent--only later his unsightly derriere!

Where we talk is important. The visual media, film and television, are plainly the most powerful image-makers in Western civilization. The average American household watches over seven hours of TV daily. Those hours open up a gateway into the private world of straights, through which a Trojan horse might be passed. As far as desensitization is concerned, the medium is the message--of normalcy.

So far, gay Hollywood has provided our best covert weapon in the battle to desensitize the mainstream. Bit by bit over the past ten years, gay characters and gay themes have been introduced into TV programs and films (though often this has been done to achieve comedic and ridiculous affects). On the whole the impact has been encouraging. The prime-time presentation of *Consenting Adults* on a major network in 1985 is but one high-water mark in favorable media exposure of gay issues. But this should be just the beginning of a major publicity blitz by gay America.

Would a desensitizing campaign of open and sustained talk about gay issues reach every rabid opponent of homosexuality? Of course not. While public opinion is one primary source of mainstream values, religious authority is the other.

When conservative churches condemn gays, there are only two things we can do to confound the homophobia of true believers. First, we can use talk to muddy the moral waters. This means publicizing support for gays by more moderate churches, raising theological objections of our own about conservative interpretations of biblical teachings, and exposing hatred and inconsistency. Second, we can undermine the moral authority of homophobic churches by portraying them as antiquated backwaters, badly out of step with the times and with the latest findings of psychology. Against the mighty pull of institutional Religion one must set the mightier draw of Science & Public Opinion (the shield and sword of that accursed "secular humanism"). Such an unholy alliance has worked well against churches before, on such topics as divorce and abortion. With enough open talk about the prevalence and acceptability of homosexuality, that alliance can work again here.

## **[2] PORTRAY GAYS AS VICTIMS, NOT AS AGGRESSIVE CHALLENGERS**

In any campaign to win over the public, gays must be cast as victims in need of protection so that straights will be inclined by reflex to assume the role of protector. If gays are presented, instead, as a strong and prideful tribe promoting a rigidly nonconformist and deviant lifestyle, they are

more likely to be seen as a public menace that justifies resistance and oppression. For that reason, we must forego the temptation to strut our "gay pride" publicly when it conflicts with the Gay Victim image. And we must walk the fine line between impressing straights with our great numbers, on the one hand, and sparking their hostile paranoia-"They are all around us!"--on the other.

A media campaign to promote the Gay Victim image should make use of symbols which reduce the mainstream's sense of threat, which lower it's guard, and which enhance the plausibility of victimization. In practical terms, this means that jaunty mustachioed musclemen would keep very low profile in gay commercials and other public presentations, while sympathetic figures of nice young people, old people, and attractive women would be featured. (It almost goes without saying that groups on the farthest margin of acceptability such as NAMBLA, [Ed note -- North American Man-Boy Love Association] must play no part at all in such a campaign: suspected child-molesters will never look like victims.)

Now, there are two different messages about the Gay Victim that are worth communicating. First, the mainstream should be told that gays are victims of fate, in the sense that most never had a choice to accept or reject their sexual preference. The message must read: "As far as gays can tell, they were born gay, just as you were born heterosexual or white or black or bright or athletic. Nobody ever tricked or seduced them; they never made a choice, and are not morally blameworthy. What they do isn't willfully contrary - it's only natural for them. This twist of fate could as easily have happened to you!"

Straight viewers must be able to identify with gays as victims. Mr. and Mrs. Public must be given no extra excuses to say, "they are not like us." To this end, the persons featured in the public campaign should be decent and upright, appealing and admirable by straight standards, completely unexceptionable in appearance--in a word, they should be indistinguishable from the straights we would like to reach. (To return to the terms we have used in previous articles, spokesmen for our cause must be R-type "straight gays" rather than Q-type "homosexuals on display.") Only under such conditions will the message be read correctly: "These folks are victims of a fate that could have happened to me."

By the way, we realize that many gays will question an advertising technique, which might threaten to make homosexuality look like some dreadful disease, which strikes fated "victims". But the plain fact is that the gay community is weak and must manipulate the powers of the weak, including the play for sympathy. In any case, we compensate for the negative aspect of this gay victim appeal under Principle 4. (Below)

The second message would portray gays as victims of society. The straight majority does not recognize the suffering it brings to the lives of gays and must be shown: graphic pictures of brutalized gays; dramatizations of job and housing insecurity, loss of child custody, and public humiliation: and the dismal list goes on.

"... In any campaign to win over the public, gays must be cast as victims in need of protection so that straights will be inclined by reflex to assume the role of protector."

### **[3] GIVE PROTECTORS A JUST CAUSE**

A media campaign that casts gays as society's victims and encourages straights to be their protectors must make it easier for those to respond to assert and explain their new protectiveness. Few straight women, and even fewer straight men, will want to defend homosexuality boldly as such. Most would rather attach their awakened protective impulse to some principle of justice or law, to some general desire for consistent and fair treatment in society. Our campaign should not demand direct support for homosexual practices, should instead take anti-discrimination as its theme. The right to free speech, freedom of beliefs, freedom of association, due process and equal protection of laws-these should be the concerns brought to mind by our campaign.

It is especially important for the gay movement to hitch its cause to accepted standards of law and justice because its straight supporters must have at hand a cogent reply to the moral arguments of its enemies. The homophobes clothe their emotional revulsion in the daunting robes of religious dogma, so defenders of gay rights must be ready to counter dogma with principle.

### **[4] MAKE GAYS LOOK GOOD**

In order to make a Gay Victim sympathetic to straights you have to portray him as Everyman. But an additional theme of the campaign should be more aggressive and upbeat: to offset the increasingly bad press that these times have brought to homosexual men and women, the campaign should paint gays as superior pillars of society. Yes, yes, we know--this trick is so old it creaks. Other minorities use it all the time in ads that announce proudly, "Did you know that this Great Man (or Woman) was \_\_\_\_\_?" But the message is vital for all those straights who still picture gays as "queer" people-- shadowy, lonesome, fail, drunken, suicidal, child-snatching misfits.

The honor roll of prominent gay or bisexual men and women is truly eye popping. From Socrates to Shakespeare, from Alexander the Great to Alexander Hamilton, from Michelangelo to Walt Whitman, from Sappho to Gertrude Stein, the list is old hat to us but shocking news to heterosexual America. In no time, a skillful and clever media campaign could have the gay community looking like the veritable fairy godmother to Western Civilization.

Along the same lines, we shouldn't overlook the Celebrity Endorsement. The celebrities can be straight (God bless you, Ed Asner, wherever you are) or gay.

### **[5] MAKE THE VICTIMIZERS LOOK BAD**

At a later stage of the media campaign for gay rights-long after other gay ads have become

commonplace-it will be time to get tough with remaining opponents. To be blunt, they must be vilified. (This will be all the more necessary because, by that time, the entrenched enemy will have quadrupled its output of vitriol and disinformation.) Our goal is here is twofold. First, we seek to replace the mainstream's self-righteous pride about its homophobia with shame and guilt. Second, we intend to make the antigays look so nasty that average Americans will want to dissociate themselves from such types.

The public should be shown images of ranting homophobes whose secondary traits and beliefs disgust middle America. These images might include: the Ku Klux Klan demanding that gays be burned alive or castrated; bigoted southern ministers drooling with hysterical hatred to a degree that looks both comical and deranged; menacing punks, thugs, and convicts speaking coolly about the "fags" they have killed or would like to kill; a tour of Nazi concentration camps where homosexuals were tortured and gassed.

A campaign to vilify the victimizers is going to enrage our most fervid enemies, of course. But what else can we say? The shoe fits, and we should make them try it on for size, with all of America watching.

#### **[6] SOLICIT FUNDS: THE BUCK STOPS HERE**

Any massive campaign of this kind would require unprecedented expenditures for months or even years--an unprecedented fundraising drive.

Effective advertising is a costly proposition: several million dollars would get the ball rolling. There are 10-15 million primarily homosexual adults in this country: if each one of them donated just two dollars to the campaign, its war chest would actually rival that of its most vocal enemies. And because those gays not supporting families usually have more discretionary income than average, they could afford to contribute much more.

"... We intend to make the antigays look so nasty that average Americans will want to dissociate themselves from such types."

But would they? Or is the gay community as feckless, selfish, uncommitted, and short-sighted as its critics claim? We will never know unless the new campaign simultaneously launches a concerted nationwide appeal for funding support from both known and anonymous donors. The appeal should be directed both at gays and at straights who care about social justice.

In the beginning, for reasons to be explained in a moment, the appeal for funds may have to be launched exclusively through the gay press--national magazines, local newspapers, flyers at bars, notices in glossy skin magazines. Funds could also come through the outreach of local gay organizations on campuses and in metropolitan areas. Eventually, donations would be solicited directly alongside advertisements in the major straight media.

There would be no parallel to such an effort in the history of the gay community in America. If it

failed to generate the needed capital to get started; there would be little hope for the campaign and little hope for major progress toward gay rights in the near future. For the moment let us suppose that gays could see how donations would greatly serve their long-term interest, and that sufficient funds could be raised. An heroic assumption.

## **GETTING ON THE AIR, OR, YOU CAN'T GET THERE FROM HERE**

Without access to TV, radio, and the mainstream press, there will be no campaign. This is a tricky problem, because many impresarios of the media simply refuse to accept what they call "issue-advertising" -- persuasive advertising can provoke a storm of resentment from the public and from sponsors, which is bad for business. The courts have confirmed the broadcaster's right to refuse any "issue advertising" he dislikes.

What exactly constitutes "issue advertising"? It evidently does not include platitudinous appeals to the virtues of family unity (courtesy of the Mormons) neither does it include tirades against perfidious Albion (courtesy of Lyndon LaRouche); neither does it include reminders that a Mind-Is-a Terrible Thing to Waste (courtesy of the United Negro College Fund); neither does it include religious shows which condemn gay "sinners"; neither does it include condemnations of nuclear war or race discrimination--at least not in Massachusetts. Some guys get all the breaks.

What issue advertising does include these days is almost any communiqué presented openly by a homosexual organization. The words "gay" and "homosexual" are considered controversial whenever they appear.

Because most straightforward appeals are impossible, the National Gay Task Force has had to cultivate quiet backroom liaisons with broadcast companies and newsrooms in order to make sure that issues important to the gay community receive some coverage; but such an arrangement is hardly ideal, of course, because it means that the gay community's image is controlled by the latest news event instead of by careful design--and recently most of the news about gays has been negative.

So what can be done to crash the gates of the major media? Several things, advanced in several stages.

## **START WITH THE FINE PRINT**

Newspapers and magazines may very well be hungrier for gay advertising dollars than television and radio are. And the cost of ads in print is generally lower. But remember that the press, for the most part, is only read by better-educated Americans, many of who are already more accepting of homosexuality in any case. So to get more impact for our dollars, we should skip the New Republic and New Left Review readers and head for Time, People, and the National Enquirer. (Of course, the gay community may have to establish itself as a regular advertising presence in

more sophisticated forums first before it is accepted into the mass press.)

While we're storming the battlements with salvos of ink, we should also warm the mainstream up a bit with a subtle national campaign on highway billboards. In simple bold print on dark backgrounds, a series of unobjectionable messages should be introduced:

**IN RUSSIA, THEY TELL YOU WHAT TO BE. IN AMERICA WE HAVE THE FREEDOM TO BE OURSELVES... AND TO BE THE BEST.**

Or

**PEOPLE HELPING INSTEAD OF HATING--THAT 'S WHAT AMERICA IS ALL ABOUT.**

And so on. Each sign will tap patriotic sentiment, each message will drill a seemingly agreeable proposition into mainstream heads - a "public service message" suited to our purposes. And, if their owners will permit it, each billboard will be signed, in slightly smaller letters, "Courtesy of the National Gay Task Force" - to build positive associations and get the public used to seeing such sponsorship.

### **VISUAL STAGE 1: YOU REALLY OUGHTTA BE IN PICTURES**

As for television and radio, a more elaborate plan may be needed to break the ice. For openers, naturally, we must continue to encourage the appearance of favorable gay characters in films and TV shows. Daytime talk shows also remain a useful avenue for exposure. But to speed things up we might consider a bold stratagem to gain media attention. The scheme we have in mind would require careful preparations, yet it would save expense even while it elevated the visibility and stature of the gay movement overnight.

Well before the next elections for national office, we might lay careful plans to run symbolic gay candidates for every high political office in this country. (Such plans would have to deal somehow with the tricky problem of inducing gays and straights to sign enough endorsement petitions to get us on the ballot.) Our 50-250 candidates would participate in such debates as they could, run gay-themed advertisements coordinated at our national headquarters, and demand equal time on the air. They could then graciously pull out of the races before the actual elections, while formally endorsing more viable straight contenders. (With malicious humor, perhaps, in some states we could endorse our most rabid opponents.) It is essential not to ask people actually to vote Yea or Nay on the gay issue at this early stage: such action would end up committing most to the Nay position and would only tally huge and visible defeats for our cause.

Through such a political campaign, the mainstream would get over the initial shock of seeing gay ads, and the acceptability of such ads would be fortified by the most creditable context possible; and all this would be accomplished before non-electoral advertising was attempted by the gay community. During the campaign all hell would break loose, but if we behaved courageously and respectably our drive would gain legitimacy in and case and might even become a cause celebre. If all went as planned, the somewhat desensitized public and the major networks themselves

would be 'readied for the next step of our program.

## **VISUAL STAGE 2: PEEKABOO ADVERTISING**

At this point the gay community has its foot in the door, and it is time to ask the networks to accept gay sponsorship of certain ads and shows. Timing is critical: The request must be made immediately after our national political ads disappear. Failing that, we should request sponsorship the next time one of the networks struts its broad-mindedness by televising a film or show with gay characters or themes. If they wish to look consistent instead of hypocritical, we'll have them on the spot. But the networks would still be forced to say No unless we made their resistance look patently unreasonable, and possibly illegal. We'd do just that by proposing "gay ads" patterned exactly after those currently sponsored by the Mormons and others. As usual, viewers would be treated to squeak-clean skits on the importance of family harmony and understanding --this time the narrator would end by saying, "This message was brought to you by --the National Gay Task Force." All very quiet and subdued. Remember: exposure is everything, and the medium is the message.

"... Exposure is everything and the medium is the message."

The gay community should join forces with other civil liberties groups of respectable cast to promote bland messages about America the Melting Pot, always ending with an explicit reference to the Task Force of some other gay organization. Making the best of a bad situation, we can also propose sympathetic media appeals for gifts and donations to fund AIDS research--if Jerry Lewis and the March of Dimes can do it, so can we. Our next indirect step will be to advertise locally on behalf of support groups peripheral to the gay community: frowzy straight moms and dads announcing phone numbers and meeting times for "Parents of Gays" or similar gatherings. Can't you just see such ads now, presented between messages from the Disabled Vets and the Postal Workers Union?

## **VISUAL STAGE 3: ROLL OUT THE BIG GUNS**

By this point, our salami tactics will have carved out, slice by slice, a large portion of access to the mainstream media. So what then? It would finally be time to bring gay ads out of the closet. The messages of such ads should directly address lingering public fears about homosexuals as loathsome and contrary aliens. For examples, the following are possible formats for TV or radio commercials designed to chip away at chronic misperceptions.

### **Format A for Familiarization: The Testimonial**

To make gays seem less mysterious, present a series of short spots featuring the boy-or girl-next-door, fresh and appealing, or warm and lovable grandma grandpa types. Seated in homey surroundings, they respond to an off camera interviewer with assurance, good nature, and charm.



Their comments bring out three social facts:

1. There is someone special in their life, a long-term relationship (to stress gay stability, monogamy, commitment);
2. Their families are very important to them, and are supportive of them (to stress that gays are not "anti-family," and that families need not be anti-gay.)
3. As far as they can remember they have always been gay, and were probably born gay; they certainly never decided on a preference one way or the other (stressing that gays are doing what is natural for them, and are not being willfully contrary). The subjects should be interviewed alone, not with their lovers or children, for to include others in the picture would unwisely raise disturbing questions about the complexities of gay social relations, which these commercials could not explain. It is best instead to take one thing at a time.

### **Format B for Positive Associations: The Celebrity Spot**

While it might be useful to present celebrity endorsements by currently popular gay figures and straight sympathizers (Johnny Mathis? Marlo Thomas?), the homophobia climate of America would make such brash endorsements unlikely in the near future. So early celebrity spots will instead identify historical gay or bisexual personalities who are illustrious and dignified...and dead. The ads could be sardonic and indirect. For example, over regal music and a portrait or two, a narrator might announce simply: Michelangelo (an art class), Tchaikovsky (a music class), Tennessee Williams (a drama class), etc.

### **Format C for Victim Sympathy: Our Campaign to Stop Child Abuse**

As we said earlier, there are many ways to portray gays as victims of discrimination: images of brutality, tales of job loss and family separation, and so on. But we think something like the following 30-second commercials would get to the heart of the matter best of all.

The camera slowly moves in on a middle-class teenager, sitting alone in his semi-darkened bedroom. The boy is pleasing and unexceptional in appearance, except that he has been roughed up and is staring silently, pensively, with evident distress. As the camera gradually focuses in on his face, a narrator comments: It will happen to one in every ten sons. As he grows up he will realize that he feels differently about things than most of his friends. If he lets it show, he'll be an outsider made fun of, humiliated, attacked. If he confides in his parents, they may throw him out of the house, onto the streets. Some will say he is "anti-family." Nobody will let him be himself. So he will have to hide. From his friends, his family. And that's hard. It's tough enough to be a kid these days, but to be the one in ten... A message from the National Gay Task Force.

What is nice about such an ad is that it would economically portray gays as innocent and vulnerable, victimized and misunderstood, surprisingly numerous yet not menacing. It also renders the "anti-family" charge absurd and hypocritical.

### **Format D for Identification with Victims: The Old Switcheroo**

The mainstream will identify better with the plight of gays if straights can, once in a while, walk a mile in gay shoes. A humorous television or radio ad to help them do this might involve a brief animated or dramatized scenario, as follows.

The camera approaches the mighty oak door of the boss's office, which swings open, and the camera (which represents you the viewer) enters the room. Behind the oversized desk sits a fat and scowling old curmudgeon chomping on a cigar. He looks up at the camera (i.e. at the viewer) and snarls, " So it's you, Smithers. Well you're fired!" The voice of a younger man is heard to reply with astonishment, "But--but--Mr. Thornburg, I've been with your company for ten years. I thought you liked my work." The boss responds, with a tone of disgust, "Yes, yes, Smithers your work is quite adequate. But I've heard rumors that you've been seen around town with some kind of girlfriend. A girlfriend! Frankly I'm shocked. We're not about to start hiring any heterosexuals in this company. Now get out." The younger man speaks once more: "But boss, that's just not fair! What if it were you?" The boss glowers back as the camera pulls quickly out of the room and the big door slams shut. Printed on the door: "A message from the National Gay Task Force."

One can easily imagine similar episodes involving housing or other discrimination.

### **Format E for Vilification of Victimizers: Damn the Torpedoes**

We have already indicated some of the images which might be damaging to the homophobic vendetta: ranting and hateful religious extremists neo-Nazis, and Ku Klux Klansmen made to look evil and ridiculous (hardly a difficult task).

These images should be combined with those of their gay victims by a method propagandists call the "bracket technique." For example, for a few seconds an unctuous beady-eyed Southern preacher is seen pounding the pulpit in rage about "those sick, abominable creatures." While his tirade continues over the soundtrack, the picture switches to pathetic photos of gays who look decent, harmless, and likable; and then we cut back to the poisonous face of the preacher, and so forth. The contrast speaks for itself. The effect is devastating.

"...it would portray gays as innocent and vulnerable, victimized and misunderstood, surprisingly numerous, yet not menacing."

### **Format F for Funds: SOS**

Alongside or during these other persuasive advertisements, we would have to solicit donations so that the campaign might continue. Direct appeals from celebrities (preferable living ones, thank you) might be useful here. All appeals must stress that money can be given anonymously (e.g. via money orders) and that all donations are confidential. "We can't help unless you help," and all that.

## **The Time Is Now**

We have sketched out here a blueprint for transforming the social values of straight America. At the core of our program is a media campaign to change the way the average citizens view homosexuality. It is quite easy to find fault with such a campaign. We have tried to be practical and specific here, but the proposals may still have a visionary sheen.

There are one hundred reasons why the campaign could not be done or would be risky. But there are at least 20 million good reasons why some such program must be tried in the coming years: the welfare and happiness of every gay man and woman in this country demand it. As the last large, legally oppressed minority in American society, it is high time that gays took effective measures to rejoin the mainstream in pride and strength. We believe that, like it or not, such a campaign is the only way of doing so anytime soon.

And, let us repeat, time may be running out. The AIDS epidemic is sparking anger and fear in the heartland of straight America. As the virus leaks out of homosexual circles and into the rest of society, we need have no illusions about who is receiving the blame. The ten years ahead may decide for the next forty whether gays claim their liberty and equality or are driven back, once again, as America's caste of detested untouchables. It's more than a quip: speak now or forever hold your peace.

## **WHY GOVERNMENT SHOULD ACTIVELY PROMOTE MARRIAGE AND FAMILY IN PUBLIC POLICY AND LAW**

This Fact Sheet is largely drawn from *Can Government Strengthen Marriage: Evidence from the Social Sciences*, by Maggie Gallagher, published at [www.americanvalues.org](http://www.americanvalues.org). Citations are to the footnotes in the original article. The article is also published at [www.defendthefamily.com](http://www.defendthefamily.com), in the Resource Section under the title *Why Government Should Support Marriage*.

1. All people are better off when they live in communities where there are many natural families (1)
2. High rates of divorced parents and unwed. mothers in a community are associated with high rates of crime, drug use, child abuse, chronic illness, school failure, domestic violence and poverty for both adults and children (2).
3. High rates of divorce and unwed births create a substantially increased tax burden for government in the following areas:
  - police, jails and courts
  - medical care
  - child protective care
  - school remedial programs
  - childcare programs
  - welfare payments and government food programs
  - family intervention programs to prevent domestic violence, remove children, etc.
4. Men, women and children have been shown to have a be happier, healthier, financially better off and better citizens when they live in married, intact families (3).
5. Children, in particular, who do not live in intact natural families are much more at risk for criminal behavior, poverty and government dependency, school failure, drug and alcohol abuse, health problems (including high rates of sexually-transmitted disease, domestic violence, mental health problems, poor family relationships, unwed teen pregnancy and child abuse (4). These problems tend to continue into their adult lives.
6. Even a small reduction in the divorce and unwed childbearing rates would be likely to mean a large reduction in government costs.
7. Once the decline in marriage has started, it tends to increase over time, since children from broken families are often unable to make or sustain successful marriages.
8. Marriage is a public institution as well as a private relationship whose rights and responsibilities are recognized formally by virtually every known society, and thus is a proper

concern of government (6)

9. Marriage is a relationship which is recognized by society to require certain valued behaviors, such as fidelity, commitment, nurturing and economic responsibility. Without strong public recognition and respect for these behaviors, individuals are less likely to engage in them and marriage is weakened.

10. Marriage is essential to a free and self-regulating society; the weakening of marriage inevitably causes social problems which require large amounts of government intervention.

11. Social scientists have accumulated a large amount of data which indicates that the benefits of marriage to society are so great, and the threat to society of weakening of marriage so severe, that supporting marriage is “clearly a matter of legitimate public concern ” (7).

12. The goal of government should be to increase the proportion of children who are raised by their own two parents in a low-conflict marriage.

13. Government should not adopt policies which treat marriage as equal to other relationships, such as cohabiting couples. Once the special status of marriage is lost, it becomes harder for society to maintain the norms that support necessary marriage behaviors (fidelity, responsibility, etc.). People become confused about what marriage is.

14. Government should positively support these behaviors in law and public policy regarding marriage:

- fidelity
- permanence
- financial responsibility
- mutual support
- avoidance of violence and unnecessary conflict

15. Government should aim to reduce the number of births outside marriage by actively promoting the ideal of marriage as the desirable goal to young people, rather than simply encouraging young people to finish their education before having children.

16. Government should promote marriage over cohabitation because cohabiting relationships are intrinsically less stable than marriage. Cohabiting couples are less likely to remain together than married couples (14) and are more likely to be poor and to depend on government financial assistance (15).

17. Government should promote marriage preparation and marriage-strengthening programs. These programs have been shown to be effective in producing better marriages and limiting divorce (16) (17).

18. These programs can be relatively inexpensive, since they are able to be administered effectively by clergy and non-professional persons (21), and they are likely to reduce many of the expenses of government in other areas.

19. Government should adopt a policy of promoting marriage in every situation where childbearing is an issue: sex education for young students, people in situations where a child is going to be born outside of marriage (government-sponsored prenatal care or paternity identification programs). Government should also promote the strengthening of at-risk marriages (through divorce-court programs, domestic violence intervention, etc.).

20. There is no age-related advantage for unmarried childbearing. Unmarried women who had children outside marriage in or after their twenties were as much at risk as teenage women for poverty, physical and mental health problems. Furthermore, they were less likely to get married later than the teenage women studied (25, 26, 27, 28, 29).

21. The current trend in many countries is toward more unmarried births among older single women or cohabiting couples. Not only are these parents and their children at risk for many problems, but they often avoid marriage, seeing it as a risk (38).

22. Marriage counseling has been effective for many types of at-risk couples(40, 41, 42, 43, 44, 45). There are effective marriage-counseling programs for certain problem areas such as alcohol and drug abuse and domestic violence (48, 49, 50, 51, 52). By preserving families intact, these programs can save government far more tax dollars than they cost.

23. Tax policies and subsidy policies should offer advantages intact, childbearing, married families. When such policies treat married and unmarried persons the same, they encourage the more unstable and fragile family groupings and discourage marriage.

24. Marriage-positive tax and subsidy policies can both encourage population replacement and discourage emigration, by encouraging a society of healthy married families in which all individuals have better lives, more hope for the future, and stronger ties to their home community.

25. Marriage-positive tax and subsidy policies benefit a nation's economy and tax base because married people have higher incomes and greater financial stability (3, 73).

## FACT SHEET ON HOMOSEXUALITY AND MENTAL HEALTH

Serious mental health problems are also associated with same-sex relationships. A government-sponsored study of 5,998 Dutch adults ages 18 to 64 was published in the January, 2001 issue of the *Journal of the American Medical Association*. Specifically, the study found that -

Compared to heterosexual men, males who engage in homosexual behavior are:

- 727 percent more likely to have suffered bipolar disorders at some point in their lives, and 502 percent more likely in the last twelve months.
- 718 percent more likely to have suffered obsessive-compulsive disorder in the last twelve months, and 620 percent more likely at some point in their lives.
- 632 percent more likely to have suffered agoraphobia (fear of leaving home or being in public) in the last twelve months, and 454 percent more likely at some point in their lives.
- 421 percent more likely to have suffered panic disorder, and 229 percent more likely to have suffered social phobia at some point in their lives.
- 375 percent more likely to have suffered simple phobia in the last twelve months, and 361 percent more likely at some point in their lives.
- 311 percent more likely to have suffered mood disorders at some point in their lives, and 293 percent more likely in the last twelve months.
- 261 percent more likely to have suffered anxiety disorders in the last twelve months, and 267 percent more likely over the course of their lifetimes.
- 270 percent more likely to have suffered two or more psychiatric disorders during their lifetime.
- 235 percent more likely to have suffered major depression at some point in their lives.

Compared to heterosexual women, females who engage in homosexual behavior are:

- 405 percent more likely to have suffered a substance use disorder.
- 241 percent more likely to have suffered mood disorders during their lifetimes.
- 209 percent more likely to have suffered two or more mental disorders during their lifetimes.<sup>1</sup>

As summarized by the researchers, “[t]he findings support the assumption that people with same-sex behavior are at greater risk for psychiatric disorders.”<sup>2</sup> Lest the reader assume that the mental health problems identified here result from general societal disapproval and/or stigmatization of homosexual behavior, it must be noted the country from whose population the participants were drawn, the Netherlands, is generally considered the most tolerant and homosexual-affirming in the world.

1 Sandfort, Theo G.M, et. al., “Same-Sex Sexual Behavior and Psychiatric Disorders,” *Archives of General Psychiatry* (Journal of the American Medical Association), Vol. 58, No. 1, January 2001.

2. Ibid.

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## FACT SHEET ON SAME SEX ATTRACTION AND IMMUTABILITY

**1) There is no reason to regard homosexuals as a distinct biological group in society.**

Numerous studies have found that SSA (same-sex attraction) is not a stable condition. The majority of those who experience SSA during adolescence find the problem has disappeared by the time they reach 25 without any intervention.(1) . Gay activists have references to support their claims that homosexuality is innate, but the majority of their "research" suffers from serious methodological errors, and the rest actually contradict the gay activists' claims.(2)

**2) There is good reason to promote treatment of homosexuals, and such treatment may be able to forestall the expensive measures required to treat diseases and other adverse conditions associated with homosexual practice (see Item 4).**

Research has documented the benefits of therapy.(3) In fact, a study specifically designed to document the damage done by therapy directed at resolving SSA found that a number of subjects reported being helped by the therapy.(4)

Research shows that gender identity disorder in childhood puts a child on the path to SSA, but defenders and promoters of homosexuality oppose treatment of these children, even though such intervention can eliminate childhood isolation, anxiety, and depression.(5)

**3) Adolescents should not be encouraged to embrace homosexuality.**

Acting on SSA puts adolescents at risk. In spite of intensive AIDS education, young men of any age who have sex with men are at extremely high risk for infection with STDs, including HIV/AIDS, involvement with alcohol and drugs, in particular crystal meth, and depression.(6) Condom education with this population has been a failure. While condoms properly used provide some protection against certain STDs, research shows that those most at risk do not use condoms with every sexual contact. The combination of drugs and high risk sex has reignited an STD/HIV epidemic among men having sex with men.(7)

**4) Not only is homosexuality associated with many serious medical conditions and diseases, it is also highly correlated with psychological disorders, substance abuse and domestic violence. All of these factors are both damaging and costly to a society.**

While homosexuality is claimed to be a normal variant of human sexuality and that persons with SSA are as psychologically healthy as the rest of the population, research refutes this generalization. Four recent, well-designed studies have found that persons with SSA have significantly higher rates of psychological disorders, substance abuse problems, and suicidal ideation than the general public.(8) Published research demonstrates a high prevalence of partner abuse in homosexual relationships.(9)

Gay activists insist that all these problems are caused by society's negative attitudes, but the



problems are just as prevalent in extremely tolerant countries, such as the Netherlands and New Zealand.(10).

5) **“Gay marriage” should not be treated as a beneficial social structure. In addition to being non-procreative, homosexual relationships, unlike marriage relationships, are characterized by instability/promiscuity rather than stability/fidelity.**

Promoters of "gay marriage" claim that same-sex relationships are just like marriages and therefore deserve all the benefits of marriage, but research shows -- *and activists admit* -- that it is unrealistic to expect male couples to be faithful.(11)

6) **Homosexual couples should not adopt children.**

Studies used to “prove” there are no differences between children raised by same-sex couples and those raised by their biological married mother and father are, virtually without exception, internally and externally invalid.(12) In many cases the authors have misreported their own findings. Given the extensive literature on the damage done to children through father or mother absence, it is deceitful to suggest that purposely and premeditatedly depriving a child of a mother or a father will not have consequences for that child.(13)

The material above is adapted from an article titled *Facts, not flattery, about same-sex attraction*, published at [www.narth.com](http://www.narth.com), and signed by the following physicians, therapists and researchers:

Dean Byrd, PhD, President elect of the National Association for Research & Therapy of Homosexuality (NARTH); Michelle A. Cretella, MD, Board of Directors, American College of Pediatricians; Joseph Nicolosi, PhD, President of NARTH; Richard Fitzgibbons, MD; Scientific Advisory Committee, NARTH; Dale O’Leary, author of *The Gender Agenda*, co-author of *Homosexuality and Hope*; George A. Rekers, PhD, Distinguished Professor of Neuropsychiatry & Behavioral Science Emeritus, University of South Carolina School of Medicine; Robert Saxer, MD, President, Catholic Medical Association; Philip M. Sutton, PhD, Scientific Advisory Committee, NARTH; Gerard van den Aardweg, PhD Netherlands, Scientific Advisory Committee, NARTH; Joseph Zanga, MD, FAAP, FCP, Past President, American College of Pediatricians.

**Notes**

(1) National Health and Social Life Survey (1994). In. E. O. Laumann, et al, *The Social Organization of Sexuality: Sexual Practices in the United States*, Chicago: University of Chicago Press, pp. 294-296); Nigel Dickson, C. Paul, P. Herbison, (2002). "Same-sex attraction in a birth cohort: prevalence and persistence in early adulthood," *Social Science & Medicine*, 56, 1607-1615.

(2) Jeffrey Satinover (2005), "[The Trojan Couch: How the Mental Health Associations Misrepresent Science.](http://www.narth.com)" [Narth.com](http://www.narth.com).

(3) Irving Bieber, et al. (1962). *Homosexuality: A Psychoanalytic Study of Male Homosexuals*, NY: Basic Books, 276; Robert Spitzer, (2003). "Can some gay men and lesbians change their sexual orientation? 200 participants reporting a change from homosexual to heterosexual orientation," *Archives of Sexual Behavior*, 32 (5) 403-417; Glenn Wyler (April, 2004). "Anything

but Straight: A Book Review," *NARTH Bulletin*, 32- 45.

(4) Ariel Shidlo & Michael Schroeder, (2002). "Changing Sexual Orientation: A Consumer's Report," *Professional Psychology: Research and Practice*, 33 (3), 249-259.

(5) Robert George & David Tubbs, "Redefining Marriage Away," *City Journal*, (Summer 2004). Quoting "Queer Liberalism?" (June 2000), *American Political Science Review*; James Nelson (1982). "Religious and moral issues in working with homosexual clients," in Gonsiorek (ed.), *Homosexuality and Psychotherapy*, NY: Haworth Press, 173.

(6) Gary Remafedi, et al (1991). "Risk factors for attempted suicide in gay and bisexual youth," *Pediatrics*. 87 (6), 869-875.

(7) US Centers for Disease Control and Prevention (2004). HIV Testing Survey 2002, Special Surveillance Report Number 1: 1-26.

(8) David Fergusson, L. Horwood & A. Beautrais, (1999). "Is sexual orientation related to mental health problems and suicidality in young people?" *Archives of General Psychiatry*. 56 (10), 876-888; Richard Herrell, et al (1999). "A co-twin control study in adult Men: Sexual orientation and suicidality." *Archives of General Psychiatry*, 56 (10), 867- 874; Susan Cochran & Vickie Mays (2000). "Lifetime prevalence of suicide symptoms and affective disorders among men reporting same-sex sexual partners: Results from NHANES III," *American Journal of Public Health*, Vol. 90, (4) , 573-578; Theo Sandfort, et al (2001). "Same-sex Sexual Behavior and Psychiatric Disorders: Findings from the Netherlands Mental Health Survey and Incidence Study (Nemesis)." *Archives of General Psychiatry*, 58, 85-91.

(9) Greenwood, G., et al. (2002). Battering Victimization Among a Probability-Based Sample of Men Who Have Sex With Men, *Amer. J. Pub Health*, 92 (12), 1964-69; Lisa Walder-Haugrad, Linda Vaden Gratch, & Brian Magruder (1997), "Victimization and Perpetration Rates of Violence in Gay and Lesbian Relationships: Gender Issues Explored", *Violence and Victims*, 12, 173-184.

(10) Sandfort (ibid); Fergusson. (ibid).

(11) Kenneth Zucker & Susan Bradley (1995). *Gender Identity Disorder and Psychosexual Problems in Children and Adolescents*, NY: Guilford,

(12) Robert Lerner & Althea Nagai (2001). *No Basis: What the studies don't tell us about same-sex parenting*, Washington, DC: Marriage Law Project.

(13) George A. Rekers (2005). "An Empirically Supported Rational Basis for Prohibiting Adoption Foster Parenting and Contested Child Custody by Any Person Residing in a Household that Includes a Homosexually-Behaving Member," *St. Thomas Law Review*, 18 (2), 325-424.

## THE FALSIFICATION OF EVIDENCE REGARDING HOMOSEXUALITY BY U.S. MENTAL HEALTH ASSOCIATIONS

This Fact Sheet is drawn largely from *The Trojan Couch: How the Mental Health Associations Misrepresent Science*, by Jeffrey B. Satinover, M.S., M.D, published at [www.narth.com](http://www.narth.com).

1. Recent, major judicial rulings granting homosexuals various types of social status as a distinct group, decriminalizing homosexual behavior, and identifying homosexuals as a discriminated class, have been based on one central idea:

*that homosexuality is a distinct, innate and immutable trait which can be defined and which is equivalent to heterosexuality.*

2. The following types of claims have been used to influence these rulings:

- There are three “sexual orientations,” heterosexual, homosexual and bisexual, and they are largely innate
- Sexual orientation becomes fixed by adolescence and is stable throughout life
- Research indicates that homosexuals are psychologically normal; any psychological distress suffered by homosexual individuals is the result of social disapproval and discrimination
- Homosexuality is no longer considered as an abnormal or treatable condition by mental health practitioners

3. The scientific support for these claims has been, at best, outdated, minimal and not supported by more recent data. At worst, it has been drawn from fully discredited sources and/or blatantly misrepresented to prove the claims cited above.

4. The professional guilds (psychiatric and psychological associations) which have declassified homosexuality as a disorder or eliminated it as a subject of treatment have done so under intense political pressure from gay-activist groups, and not as a result of professional experience or dispassionate scientific evaluation.

5. Studies which claim to demonstrate a genetic cause for homosexuality (primarily twin studies and research on brain characteristics) have been either inconclusive or scientifically unacceptable in their design and interpretation of results. A list of these studies and peer critiques of them is attached. These studies have not even been used in briefs prepared by professional guilds to influence judicial rulings.

6. Studies which are referenced to demonstrate that homosexuality is normal and stable fall into two general categories: those which are outdated, ideologically motivated, and do not meet minimum standards of research, and those whose results *contradict* the claims above, but are misrepresented in the briefs.

The principle flawed studies used are those of Alfred Kinsey and associates and those of Evelyn

Hooker, both works now over 50 years old. (See attached list of these studies and the literature criticizing them.)

- Kinsey has been discredited because of his unscientific selection of sample groups (he used prison inmates and sex offenders for subjects), his badgering and bribing of subjects, and above all for his mission to socially legitimize aberrant sexual practices: homosexuality, pedophilia, incest and bestiality. Kinsey had homosexual relationships with several of his associates and also practiced pedophilia. His surviving associates have continued to campaign for the normalization of these practices.
- Hooker's major study, conducted in 1957, was unscientifically designed to prove the point that homosexual men did not differ from heterosexual men in psychopathology. She used only 30 subjects from each group, eliminated any subjects who were in psychiatric therapy, administered (without professional expertise) three standardized diagnostic tests and discarded the results of two of them, and used her own personal criteria to evaluate results rather than the reliable standardized test norms. Hooker was also an ideologue, a lifelong champion of gay causes.

The principle studies which contradict the claims made in the briefs are those of Laumann et al., Saghir and Robbins, and Cochran et al. These were referenced through summaries and their major findings were not mentioned.

- The very reputable and 1994 Laumann study (a large study conducted by NORC at the University of Chicago) actually concluded that homosexuality is not a uniform attribute across individuals, that it is unstable over time and that it cannot be easily measured. Further, it found that homosexual behavior tends to *decrease* over time and be replaced by heterosexual behavior. These findings have been confirmed by many other studies all over the world, on hundreds of thousands of subjects, yet the findings were not referenced in the briefs, which in fact cited the Laumann study in *support* of the claim of permanence of sexual orientation.
- The Saghir and Robbins study, used to support the claim that homosexuality is normal (not pathological) cited suffers from grave sampling flaws: homosexual subjects were selected from gay-activist groups and screened to eliminate past psychiatric hospitalization, while heterosexuals were drawn from the general population. Prior to this elimination, 14% of the male and 7% of the female homosexuals, but none of the heterosexuals, had had such hospitalizations. Thus the sampling technique itself reveals that the homosexual population had a much higher rate of psychopathology than the heterosexual one. The same researchers have published other studies in which they have found homosexuality to be associated with both alcoholism and suicidality.
- The Cochran and May studies found that homosexuals had higher rates of suicidal symptoms and a slightly greater risk of recurring depression,; they also found a tendency to "psychiatric morbidity" which could not be explained as being caused by social discrimination alone. Susan Cochran sat on the committee which prepared one of the

guild briefs, which *does not mention* these findings from her own published work. In combination with other researchers, she has also done studies showing elevated rates of anxiety, mood and substance use disorders among homosexuals and high rates of various mental health problems among lesbians and bisexuals. ###