



Digital Media Kit

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VITAE CARING
FOUNDATION

www.VitaeCaringFoundation.org

Think about it.

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Dear Editor/Producer:

Do you think commercials have a direct impact on public opinion?

In recent years, the mass media has become the platform of choice for reaching people about decisions they will make in their lives. Given that 98% of US homes have televisions, there is no question that public opinion is shaped through the images and messages absorbed through TV sets every day. Decisions on which pants to buy, what shampoo to use, what cars to drive or whether MAC or PC is right for us are guided by the impact of the visual message we receive through advertising.

Additionally, advertising has impacted public service efforts for decades. Campaigns against drunk-driving, smoking, the environment and illiteracy have changed the way people think about their society, their bodies and their future.

But there are bigger decisions than smoking and computers to be made and one organization believes that claiming powerful commercial advertising for the Culture of Life will have a direct impact on the abortion question for many people.

Vitae Caring Foundation has educational advertising through the mass media at the heart of its mission. In over 65 media markets in the United States and 14 countries, Vitae has placed compelling commercial ads that speak to the heart of abortion-minded consumers.

What is the result? Their statistics show a dramatic reduction in the number of abortions in that area and a change in the public's attitudes towards abortion from one of apathy or favor to opposition and a move toward respecting the lives of women and their children yet to be born.

The work of Vitae Caring Foundation would make an interesting and relevant topic for your outlet.

Please consider an interview with Vitae Spokespersons, Carl Landwehr, Dr. Pia de Solenni or Debbie Stokes.

Sincerely,

Ashley Walker

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FOR MORE INFORMATION:

Christine Schicker, 404.610.8871, cschicker@maximusmg.com
Ashley Walker, 404-791-9725, awalker@maximusmg.com

CHANGED IN 30 SECONDS

How One Organization Uses Commercials to Restore a Culture of Life

JEFFERSON CITY, MO, August 8, 2007 – Public opinion. How is it shaped? What affects it when it changes, weakens or strengthens? Many would point to politicians. Some might say teachers or parents. But overwhelmingly, statistics prove that public opinion is formed in the marketplace of ideas fueled by popular media. Radio, television, films and music are shaping the future of beliefs in American society.

Think about it. Over 100 million homes in America have televisions. In most homes, there are more TV's than people. Nearly ten hours a day are consumed by some form of media: radio, television, music, video games or internet. Study after study has shown how these various media affect the lives of the people who are consuming them. From violent behavior shaped by video games to the effect of magazine ads on body image, the messages we get from the media affect how people think.

These studies are exactly the reason why the Vitae Caring Foundation is mining in this mission field. Through powerful, high-quality commercials, Vitae is producing messages that are having an affect on how people make decisions about critical issues.

“The results show that substantial numbers of viewers have moved from being ‘neutral’ or ‘favoring abortion’ to ‘generally opposing abortion’ as a result of their viewing these TV commercials,” says Vitae spokeswoman, Dr. Pia de Solenni. *“What this demonstrates is the media strategy that is being used is having a cumulative effect on the people. Public attitudes that were once apathetic or decidedly pro-abortion have now moved towards respect for the lives of women and their children yet to be born.”*

(Continued...)

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Vitae Caring Foundation started its work in 1991 as an answer to a question. *“A group of individuals wanted to deal with pro-life issues in a more-effective way,”* explains Carl Landwehr, President of Vitae Caring Foundation, *“and together we asked the question, ‘How would you market the product of life, if that was your business?’”* The result has been over 15 years of research, production and placement of high-quality commercials which encourage a greater respect for human life, restore traditional values in our American culture, and reduce the number of abortions by using mass media education.

Sean Hannity, co-host of Fox News Channel’s Hannity & Colmes remarked to Vitae leadership recently, *“You’re changing minds, and you’re changing hearts and the world is a better place because of your vision.”*

Vitae spokespersons are available for interviews. To schedule an interview, please contact Schicker at 404.610.8871 or Walker at 678.990.9032.

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The Vitae Caring Foundation is a not-for-profit, tax deductible organization, focused on educating the public about the value and sanctity of human life and restoring this value as a core belief in the American culture. The key focus of the Vitae strategy is to use mass media, namely television and radio, as the venue of choice for airing educational messages (commercials). Vitae researches, produces and purchases airtime in an effort to encourage a greater respect for human life, restore traditional values in our American culture, and reduce the number of abortions by using mass media education.

These mass media messages are intended to:

1. Encourage internal reflection and value formation when strategically placed during the TV programming viewed by its target audience, defined as women of child-bearing age;
2. Assist women, troubled by an untimely pregnancy, find loving assistance in their community.

Vitae believes in the power of the message. Educational messages that are respectful, helpful, and encourage dialogue in a non-threatening manner have become the hallmark of the Vitae success.

In 1991 the Vitae Society began bringing realistic debate about the abortion issue into the mainstream public arena in Missouri by addressing attitudes without politicizing or radicalizing them. This was done by designing commercials, first airing in Kansas City, MO, which encouraged women to consider alternatives to abortion. Now Vitae commercials have been seen in 65 television markets across the nation.

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Sean Hannity - co-host of Fox News Channel's Hannity & Colmes:

"The Vitae Caring Foundation is at the forefront of where this movement needs to go and I really applaud you. You're changing minds, you're changing hearts, and the world is a better place for your vision."

Kenny McCaughey - national speaker and father of the McCaughey septuplets:

"... I am so thankful for the Vitae Caring Foundation [which] has taken a strong, strong stance in America using the power of the media to get across the message that God does love life and that life is the only choice. . ."

Rev. Richard John Neuhaus - President, Religion and Public Life Founder, First Things magazine:

"I am deeply impressed by the ads produced by the Vitae Caring Foundation. . . This effort breaks new ground in imaginatively and persuasively addressing both the general public and, most particularly, women who are considering abortion. . ."

Honorable Henry Hyde - member of United States Congress

"I commend the Vitae Caring Foundation for bringing the truth to the American people. Your efforts to foster respect for the sacredness of human life are sorely needed and greatly appreciated."

Dr. Arthur Mallory - former President of the Missouri Baptist Convention, Founder and former Director of National Parents As Teachers Program

"I'm coming to believe that the work of the Vitae Caring Foundation, with its excellent program of information and gentle persuasion to make a decision for life, may have a far reaching consequence that we don't even realize right now."

Dr. Laura Schlessinger - psychologist and radio personality

"I am a great fan of [the Vitae Caring Foundation] ads: They use an intelligent, thoughtful approach to speak to women in crisis pregnancies in a way that doesn't threaten or badger them, but persuasively points out that there are other options besides abortion."

Laura Ingraham, May 15, 2007

"Why can't we see groups like Vitae on a national level, multiplied by ten"

Mona Charen - nationally syndicated columnist for the Washington Times and panelist on CNN's "Capitol Gang"

"Abortions in Missouri have declined more than in any other state thanks in part to the Vitae Caring Foundation's polished advertising campaign aimed at touching women's consciences and supporting their best instincts."

Pat Boone, World Net Daily, July 31, 2007

"Vitae ('life' in Latin) is a savvy, empathetic and tireless organization that's doing a very effective job across this country. It produces 30-second TV spots...and these short messages are reaching millions of young people with hope, help and alternatives to killing unborn babies. They've found that most women, even those facing unwanted pregnancies, will opt for letting the little innocent child live - if they're presented facts, and not glossy, appealing propaganda."

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Vitae Caring Foundation is a not-for-profit organization whose mission is to encourage a greater respect for human life and reduce the number of abortions by using mass media education for long-term cultural change.

- Americans spend 28 hours per week watching television
 - 98% of all U.S. households have at least one television
 - 35% of all women have had an abortion by the time they turn 45
-
- Vitae Caring Foundation aired its first television commercial in 1992 in Kansas City, MO
 - Ads provide information about alternatives to abortion
 - Vitae strives to create a positive image for pro-life values among Americans
-
- Ads target women 18-34
 - Vitae has developed close to 30 unique television ads, including ads in Spanish
 - Vitae has placed purchased ad time in sixty-five television markets around the United States
-
- Vitae ads contributed to the 27% decline in the number of abortions in Missouri since 1992
 - Abortions fell by 10.6% in Minneapolis in April, 2006 – the month after Vitae’s ad aired
 - Since 1996, Vitae ads have contributed to the 27% decline in the number of abortions in Wisconsin
 - Pregnancy resource centers saw an 81.5% increase in calls in St. Louis in Spring 2004 after Vitae ads aired
 - A Kansas City 2006 ad campaign increased calls to local pregnancy resource centers by 181%
 - In Dallas, 2006, calls to local pregnancy resource centers increased by 169% after Vitae ads aired
 - Vitae Caring Foundation ads change attitudes, influence behavior and reduce abortions

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Dr. Pia de Solenni speaks and writes on a variety of religious, cultural and moral issues. She currently serves as director of Diotima Consulting. Her expertise covers issues relating to women's health, life issues and bioethics, the new feminism, and culture. Her work has appeared in various publications including *The Washington Post*, *The Wall Street Journal Europe*, *National Catholic Reporter*, *Our Sunday Visitor*, and *National Review Online*. As an ethicist and moral theologian, Dr. de Solenni is a featured commentator on a variety of cultural topics. She is often quoted in popular news outlets nationwide, including *The New York Times*, *The Washington Post*, and The Associated Press. She appears frequently on MSNBC, FOX, CNN and other nationally televised programs.

Dr. de Solenni received her doctorate in sacred theology *summa cum laude* from the Pontifical University of the Holy Cross, Rome, where she received an award for her doctoral work. The award was presented by the late Pope John Paul II. The popular version of her dissertation will be published next year by Crossroad Publishing, New York.



Carl Landwehr

Carl Landwehr has been involved in efforts to restore value to human life since 1974. He holds a masters degree in sociology. Mr. Landwehr has written several books and numerous articles on group dynamics and financial development. Prior to being named president of the Vitae Caring Foundation, he worked for over fifteen years in government relations and public policy at the state and federal levels. Mr. Landwehr has a special interest in using mass media to address contemporary social issues.

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1. **Who is the typical target of Vitae ads?**
2. **What markets have Vitae commercials aired in?**
3. **Have abortions decreased in any of the markets?**
4. **Which campaign has had the greatest success?**
5. **When did the first commercial hit the air?**
6. **How do you measure the results of success after a commercial campaign?**
7. **How does Vitae receive funding for the commercials?**
8. **Is Vitae politically motivated?**
9. **Does Vitae have commercials in any other language?**

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Click each image to view commercials in your browser.



“Lifesaver”



“Success in
America”



“Classroom”



“Mixed
Signals”



“Timeout”



“Crowd”

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