

The Marketing of Evil

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9 Blood Confessions How Lying Marketers Sold America on
Unrestricted Abortion

***WARNING-THIS CHAPTER CONTAINS GRAPHIC AND DISTURBING
CONTENT-PARENTAL DISCRETION IS REQUESTED**

Marketing Unrestricted Abortion

- The abortion rights movement has executed one the most successful marketing campaigns in modern political history with emotionally compelling catchphrases and powerful political slogans.
- Their campaign began with capturing the media and public opinion, and then changing the law at the expense of 40 million lives – despite the fact that most Americans disapprove of unfettered abortion on demand.

Marketing Unrestricted Abortion

- The campaign began with framing the debate by choosing the word 'choice' instead of 'abortion' and moved to marketing the choice as freedom and control that women deserved. It became a liberal, enlightened and sophisticated cause that was repeated enough to turn the public around.
- Ultimately, activists on the Supreme Court, resonating with the growing pro-abortion cultural tide, created a new constitutional right no one had ever heard of before – the right to kill your unborn children.

Deception

- Seasoned with several lies, such as stating that 10,000 women died from illegal abortions annually when it was actually 200-250, they fought to keep the truth of abortion, especially late-term abortion, from the public's eyes.
- Despite claiming to give even-handed time to every option, abortion clinics hired public relations firms to train clinic personnel to specifically sell women on the abortion option.
- Women were never allowed to look at ultrasounds in the clinics and the sound was turned off so they couldn't hear the baby's heartbeat.
- They were never allowed to see the arms, legs, heads and torsos of the baby – which they called a 'fetus' – who was displayed in suctioned-out parts on the table so doctors could be sure they didn't leave any parts inside.

Deception

- Doctors got into the practice of performing abortions and played a major role in marketing abortion not just as a 'choice,' but as a 'medical procedure,' because it was a very lucrative business.
- Not covered by insurance, it was a mostly cash business and doctors could get very rich with almost no chance of malpractice charges.

Putting the Genie Back In the Bottle

- While people such as Norma McCorvey (Jane Roe in Roe v. Wade) and Dr. Bernard Nathanson (the closest thing to being the “father of the pro-choice movement”) now fight to reverse the killing of unborn children, the rest of us have to honestly face the sheer barbarism and brutality of this practice if we ever hope to restore a culture of life to America.
- We have to discover how clever marketing slogans – “women’s right to choose,” “reproductive freedom,” “right to privacy” and so on – have gradually conditioned us to accept crushing a full-term baby’s skull and sucking out his brains as being a “constitutional right.”

Putting the Genie Back In the Bottle

- We have to admit that our notion of sexual freedom without consequences has played a part in our tolerance of abortion.
- We don't want to recognize that we have been seduced or deceived, but it is necessary if we are to come back.
- We have to be willing to see the reality of abortion with our own eyes and hear the stories of women who have been through the experience.
- This jolt will be painful and humbling, but is necessary if we are to reverse our course and begin true healing.

“THE EVIL OF THE AGE”

- Hiding behind the pretense of journalistic impartiality, de facto activists masquerading as objective, dispassionate reporters use the same seductions, the same expert packaging of corruption, the same propaganda techniques that professional marketers use.
- In America, what was once a free press—the hallmark of a free country—has largely become just another public relations establishment, intent on advancing ideologies and agendas that are hostile to traditional American values.

“THE EVIL OF THE AGE”

- Make no mistake, it is because of the news media that abortion destroys more than a million lives in America every year.
- Most members of the establishment press want abortion to be legal, and that is why it is legal.
- But what would happen if today’s news media were to report accurately, objectively, and courageously on abortion—as the New York Times did way back in the 1870s when it headlined its groundbreaking investigative series on abortion in New York, “The Evil of the Age”?

“THE EVIL OF THE AGE”

- What if reporters and editors cut through the high-flying rhetoric of civil rights and constitutional freedom and women’s health and brought the issue down to little, perfectly formed human babies—three thousand of them every day, the same number of people as perished on 9-11—being painfully ripped apart, suctioned, chemically burned, sliced up, or decapitated?
- What if the press diligently reported on the proven and devastating physical and psychological effects abortion has on women or on the many studies that show abortion leads to an increased risk of breast cancer?
- What if the press actually broadcast pictures or video of abortions?

“THE EVIL OF THE AGE”

- What if the press reported—not just once, equivocally and in subdued tones, as it is prone to do with facts it doesn’t like but feels obligated to report—but aggressively and relentlessly, with saturation coverage, as today’s New York Times did with dozens upon dozens of front-page stories on the Abu Grahیب prison scandal?
- Can there be any doubt as to the result?
- Americans would see the truth once again, and the realization of the horror of abortion would, as it did for centuries before this generation, seep into and eventually permeate the public consciousness.
- Abortion would not only become illegal once again, but would widely be recognized as grossly immoral, barbaric and criminal.

BLOOD CONFESSIONS

- Women must have control over their own bodies.”
- “Safe and legal abortion is every woman’s right.”
- “Who decides? You decide!”
- “Abortion is a personal decision between a woman and her doctor.”
- “Who will make this most personal decision of a woman’s life? Will women decide, or will the politicians and bureaucrats in Washington?”
- “Freedom of choice—a basic American right.”
- In one of the most successful marketing campaigns in modern political history, the “abortion rights” movement—with all of its emotionally compelling catchphrases and powerful political slogans—has succeeded in turning what once was a crime into a fiercely defended constitutional right.

BLOOD CONFESSIONS

- During the tumultuous 1960s, after centuries of legal prohibition and moral condemnation of abortion, a handful of dedicated activists launched an unprecedented marketing campaign.
- Their aim was twofold:
 - first, to capture the news media and thus public opinion,
 - and then to change the nation's abortion laws.
- Their success was rapid and total—resulting in abortion being legalized in all fifty states for virtually any reason and throughout all nine months of pregnancy.
- Since the Supreme Court's controversial Roe v. Wade decision in 1973, American doctors have performed well over forty million abortions.

BLOOD CONFESSIONS

- Although polls consistently show Americans disapprove of unfettered abortion-on-demand by a three-to-one margin, the movement's well-crafted, almost magical slogans—appealing to Americans' deeply rooted inclination toward tolerance, privacy, and individual rights—have provided the abortion camp a powerful rhetorical arsenal with which to fight off efforts to reverse Roe, which struck down all state laws outlawing abortion.
- In marketing wars, the party that frames the terms of the debate almost always wins.
- And the early abortion marketers brilliantly succeeded in doing exactly that—diverting attention from the core issues of exactly what abortion does to both the unborn child and the mother, and focusing the debate instead on a newly created issue: choice.
- No longer was the morality of killing the unborn at issue, but rather “who decides.”

BLOOD CONFESSIONS

- The original abortion-rights slogans from the early '70s—they remain virtual articles of faith and rallying cries of the “pro-choice” movement to this day—were “Freedom of choice” and “Women must have control over their own bodies.”
- “I remember laughing when we made those slogans up,” recalls Bernard Nathanson, M.D., cofounder of the pro-abortion vanguard group NARAL, reminiscing about the early days of the abortion rights movement in the late '60s and early '70s.
- “We were looking for some sexy, catchy slogans to capture public opinion. They were very cynical slogans then, just as all of these slogans today are very, very cynical.”

BLOOD CONFESSIONS

- Besides having served as chairman of the executive committee of NARAL—originally the National Association for the Repeal of Abortion Laws and later renamed the National Abortion and Reproductive Rights Action League—as well as its medical committee, Nathanson was one of the principal architects and strategists of the abortion movement in the United States.
- Kupelian details his astonishing story.....

CHANGING THE LAW ON ABORTION

- “IN 1968 I met Lawrence Lader,” says Nathanson.
- “Lader had just finished a book called Abortion, and in it had made the audacious demand that abortion should be legalized throughout the country.
- I had just finished a residency in obstetrics and gynecology and was impressed with the number of women who were coming into our clinics, wards and hospitals suffering from illegal, infected, botched abortions.
- “Lader and I were perfect for each other. We sat down and plotted out the organization now known as NARAL. With Betty Friedan, we set up this organization and began working on the strategy.

CHANGING THE LAW ON ABORTION

- “We persuaded the media that the cause of permissive abortion was a liberal, enlightened, sophisticated one,” recalls the movement’s co-founder.
- “Knowing that if a true poll were taken, we would be soundly defeated, we simply fabricated the results of fictional polls.
- We announced to the media that we had taken polls and that 60 percent of Americans were in favor of permissive abortion.
- This is the tactic of the self-fulfilling lie.
- Few people care to be in the minority.
- We aroused enough sympathy to sell our program of permissive abortion by fabricating the number of illegal abortions done annually in the U.S.
- The actual figure was approaching 100,000, but the figure we gave to the media repeatedly was 1 million.

CHANGING THE LAW ON ABORTION

- “Repeating the big lie often enough convinces the public.
- The number of women dying from illegal abortions was around 200–250 annually.
- The figure we constantly fed to the media was 10,000.
- These false figures took root in the consciousness of Americans, convincing many that we needed to crack the abortion law.
- “Another myth we fed to the public through the media was that legalizing abortion would only mean that the abortions taking place illegally would then be done legally.
- In fact, of course, abortion is now being used as a primary method of birth control in the U.S. and the annual number of abortions has increased by 1,500 percent since legalization.”

CHANGING THE LAW ON ABORTION

- NARAL's brilliantly deceitful marketing campaign, bolstered by fraudulent research, was uncannily successful.
- In New York the law outlawing abortion had been on the books for 140 years.
- "In two years of work, we at NARAL struck that law down," says Nathanson.
- "We lobbied the legislature, we captured the media, we spent money on public relations...."
- Our first year's budget was \$7,500. Of that, \$5,000 was allotted to a public relations firm to persuade the media of the correctness of our position.
- That was in 1969."

CHANGING THE LAW ON ABORTION

- New York immediately became the abortion capital for the eastern half of the United States.
- “We were inundated with applicants for abortion,” says Nathanson.
- “To that end, I set up a clinic, the Center for Reproductive and Sexual Health (CRASH), which operated in the east side of Manhattan.
- It had 10 operating rooms, 35 doctors, 85 nurses.
- It operated seven days a week, from 8 a.m. to midnight.
- We did 120 abortions every day in that clinic.
- At the end of the two years that I was the director, we had done 60,000 abortions.
- I myself, with my own hands, have done 5,000 abortions.
- I have supervised another 10,000 that residents have done under my direction.
- So I have 75,000 abortions in my life.
- Those are pretty good credentials to speak on the subject of abortion.”

“A WINDOW INTO THE WOMB”

- AFTER TWO years, Nathanson resigned from CRASH and became chief of the obstetrical service at St. Luke’s Hospital in New York City, a major teaching center for Columbia University Medical School.
- At that time, in 1973, a raft of new technologies and apparatuses had just become available, all designed to afford physicians a “window into the womb.”
- Nathanson recalls the dazzling array of cutting-edge technologies back then:
 - Real Time Ultrasound
 - Electronic Fetal Heart Monitoring
 - Fetoscopy
 - Cordocentesis

“A WINDOW INTO THE WOMB”

- “as a result of all of this technology—looking at this baby, examining it, investigating it, watching its metabolic functions, watching it urinate, swallow, move and sleep, watching it dream, which you could see by its rapid eye movements via ultrasound, treating it, operating on it—I finally came to the conviction that this was my patient. This was a person! I was a physician, pledged to save my patients’ lives, not to destroy them. So I changed my mind on the subject of abortion.”
- “There was nothing religious about it,” he hastens to add.
- “This was purely a change of mind as a result of this fantastic technology, and the new insights and perceptions I had into the nature of the unborn child.”
- Nathanson expressed some doubts about abortion in an editorial in the New England Journal of Medicine.
 - “I was immediately summoned to a kangaroo court and was discharged from the pro-abortion movement, something I do not lose sleep over.”

“A WINDOW INTO THE WOMB”

- In 1985, intrigued by the question of what really happens during an abortion in the first three months of a pregnancy, Nathanson decided to put an ultrasound machine on the abdomen of a woman undergoing an abortion and to videotape what happens.
- “We got a film that was astonishing, shocking, frightening,” he says.
- “It was made into a film called The Silent Scream.
- It was shattering, and the pro-abortion people panicked.
- Because at this point, we had moved the abortion debate away from moralizing, sermonizing, sloganeering and pamphleteering into a high-tech argument.
- For the first time, the pro-life movement now had all of the technology and all of the smarts, and the pro-abortion people were on the defensive.”

“A WINDOW INTO THE WOMB”

- In 1987 Nathanson released another, even stronger film called Eclipse of Reason, introduced by Charlton Heston.
- “The Silent Scream dealt with a child who was aborted at twelve weeks,” said Nathanson.
- “But there are four hundred abortions every day in this country that are done after the third month of pregnancy.
- Contrary to popular misconception, Roe v. Wade makes abortion permissible up to and including the ninth month of pregnancy.
- I wanted to dramatize what happens in one of these late abortions, after the third month.

“A WINDOW INTO THE WOMB”

- “They took a fetoscope, which is a long optical instrument with a lens at one end and a strong light at the other.
- They inserted the fetus-cope into the womb of a woman at 19½ weeks, and a camera was clamped on the eyepiece and then the abortionist went to work.
- “This procedure was known as a D&E (dilation and evacuation).
- It involves dilating the cervix, rupturing the bag of waters, taking a large crushing instrument and introducing it way high up into the uterus, grabbing a piece of the baby, pulling it off the baby, and just repeating this procedure until the baby has been pulled apart, piece by piece.
- “Then the pieces are assembled on a table, put together like a jigsaw puzzle, so the abortionist can be sure that the entire baby has been removed.
- We photographed all this through the fetoscope.
- This is a shattering film.”

“A WINDOW INTO THE WOMB”

- Thus did Bernard Nathanson, a cofounder and top strategist of the pro-abortion movement, come to be staunchly committed to the cause of ending legalized abortion in America.
- Nathanson is by no means the only abortionist to switch sides in the abortion war.
- Indeed, in recent years hundreds of abortion providers have left their profession.
- On its Web site, NARAL bemoans “the dwindling number of doctors willing or trained to perform abortions.”
- *This continues to be true:
 - <http://www.lifenews.com/2013/08/27/pro-abortion-crisis-fewer-docs-do-abortions-fewer-med-students-want-to/>
- If we really want to understand how abortion has been so successfully marketed, there’s no better source than those who have worked in the abortion industry.
- They, like no one else, really know firsthand what it’s like to sell and perform abortions for a living.

DECEPTIVE COUNSELING

- Carol Everett of Dallas, Texas, got involved in the abortion industry in 1973, the year of Roe v. Wade, after having an abortion herself.
- She set up referral clinics in Texas, Louisiana, and Oklahoma, then worked in two clinics in which eight hundred abortions were performed monthly, and eventually ran five abortion clinics.
- She describes how women coming to her clinics were counseled:
 - “Those kids, when they find out that they are pregnant, may not want an abortion; they may want information.
 - But when they call that number, which is paid for by abortion money, what kind of information do you think they’re going to get?
 - Remember, they sell abortions—they don’t sell keeping the baby, or giving the baby up for adoption, or delivering that baby.
 - They only sell abortions.
 - The counselor asks, “How far along are you? What’s the first day of your last normal period?”
 - They’ve got their wheel there and they figure it out.
 - The counselor is paid to be this girl’s friend and authority figure.
 - She is supposed to seduce her into a friendship of sorts—to sell her the abortion.

DECEPTIVE COUNSELING

- Surprisingly, professional public relations firms are commonly brought in to train clinic personnel to sell women on the abortion option.
- Nita Whitten worked as chief secretary at another Dallas abortion clinic, that of Dr. Curtis Boyd.
- Whitten concurs with Everett about the often-obsessive profit motive of abortion clinics.
 - “I was trained by a professional marketing director in how to sell abortions over the telephone,” she said.
 - “He took every one of our receptionists, nurses and anyone else who would deal with people over the phone through an extensive training period.
 - The object was, when the girl called, to hook the sale so she wouldn’t get an abortion somewhere else, or adopt out her baby, or change her mind.”
- With disarming candor, Whitten adds, “We were doing it for the money.”

DECEPTIVE COUNSELING

- Kathy Sparks, who worked in a Granite City, Illinois, abortion clinic, describes the manipulative counseling practices used at her clinic:
 - “Draw them out, ask them all kinds of good questions, find out what their pressure point was—what was driving them to want the abortion.”
- Whatever that pressure point was, she would magnify it.
- If the girl was afraid her parents would kill her, and didn’t know how to tell them, the counselor would proceed by saying,
 - “Well, that’s why abortion is here, we want to help you; this is the answer to your problems.”
- If it was money, she would tell the girl how much baby items cost:
 - “You know it costs \$3,000 to have a baby now,” or “You know, baby shoes are \$28. Sleepers are \$15. But you know, that’s what’s so wonderful about abortion. We can take care of this problem and you don’t have to worry about it until you are financially prepared to have a child.”

DECEPTIVE COUNSELING

- The salesmanship at her clinic was so effective, says Sparks, ninety-nine out of every one hundred women would decide to have an abortion.
- But abortion clinics, and particularly Planned Parenthood, the world's largest abortion provider, insist publicly that they offer all alternatives—keeping the baby, adoption, abortion—without coercion or preference.
- Carol Everett relates what happened after the initial counseling of her clinic's clients:
 - “The two questions they always ask are:
 - No. 1, “Does it hurt?”
 - And the answer would always be, “Oh, no. Your uterus is a muscle. It's a cramp to open it, a cramp to close it—just a slight cramping sensation.”
 - And the girl thinks, “That's no problem. I can stand that. I've been through it before.”
 - Then the client asks question No. 2: “Is it a baby?”
 - “No,” would come the answer, “it's a product of conception,” or “it's a blood clot,” or “it's a piece of tissue.”
 - They don't even call it a fetus, because that almost humanizes it too much, but it's never a baby.”

DECEPTIVE COUNSELING

- There are two standard reactions in the recovery room, says Everett:
- The first is: “I’ve killed my baby.”
- It amazed me that this was the first time the patients called it a baby, and the first time they called it murder.
- But the second reaction is:
- “I am hungry. You kept me in here for four hours and you told me I’d only be here for two. Let me out of here.”
- That woman is doing what I did when I had my abortion.
- She’s running from her abortion, not dealing with it.

WHY DOCTORS DO ABORTIONS

- Many doctors who perform abortions cite the same contributory factors to their getting started—the media, women’s rights groups, and their medical training itself.
- In addition, doing abortions makes for a very lucrative practice.
- Joseph Randall, M.D., of Atlanta, Georgia, frankly admits that he was attracted to the large income potential that abortions offered.
- Over the ten years that he did abortions, Randall estimates that he performed thirty-two thousand.
 - “The media were very active early on,” recalls Randall.
 - “They were probably one of the major influences on us, telling us that abortion was not only legal, but that it was to serve women.
 - It was to give women a choice, more or less give them a freedom to grow and to take their rightful place in society where they had been kind of pushed down prior to that.
 - We also believed the lie that there were tens of thousands of women being maimed and killed from illegal abortions prior to legalization of abortion law.”

WHY DOCTORS DO ABORTIONS

- “Why do doctors do abortions?” asks Anthony Levantino, M.D., an ob-gyn who provided abortions for his patients in his Albany, New York, office for eight years.
 - “Why did I do abortions? If you are pro-choice, or, as a lot of people like to say, ‘morally neutral’ on the subject, and you happen to be a gynecologist, then it’s up to you to take the instruments in hand and actively perform abortions.
 - It’s part of your training.
 - I’ve heard it many times from other obstetricians:
 - ‘Well, I’m not really pro-abortion, I’m pro-woman.’
 - “The women’s groups in this country have done a very good job of selling that bill of goods to the population, that somehow destroying a life is being pro-women.
 - I can tell you a lot of obstetricians believe it.
 - I used to.

WHY DOCTORS DO ABORTIONS

- “Along the way,” says Levantino, “you find out that you can make a lot of money doing abortions.”
 - I worked 9 to 5.
 - I was never bothered at night.
 - I never had to go out on weekends.
 - And I made more money than my obstetrician brethren.
 - And I didn’t have to face the liability. That’s a big factor, a huge perk. I almost never, ever had to worry about her lawyer bothering me.
- “In my practice, we were averaging between \$250 and \$500 per abortion—and it was cash.
- It’s the one time as a doctor you can say, ‘Either pay me up front or I’m not going to take care of you.’
- Abortion is totally elective.
- Either you have the money or you don’t. And they get it.”

WHY DOCTORS DO ABORTIONS

- “I’ve seen doctors walk out after three hours’ work and split \$4,500 dollars between them on a Saturday morning—more if you go longer into the day,” she said.
- “Of the four clinics I’ve worked in, none of them ever showed that they collected the doctors’ money; they collect it separately, and do not show it on any of the records in those clinics.
- That way, the doctors are independent contractors and the clinic doesn’t have to be concerned with their malpractice insurance, and doesn’t have to report their income to the IRS.”
- “Every single transaction that we did,” adds Whitten, “was cash money.
- We wouldn’t take a check, or even a credit card.
- If you didn’t have the money, forget it.
- It wasn’t unusual at all for me to take \$10,000 to \$15,000 a day to the bank—in cash.”

THE HEART OF THE MATTER

- Ultrasound, the great awakener of Bernard Nathanson, is routinely employed today to check on the progress of developing babies.
- In an ironic and shadowy parallel, ultrasound is also used to aid in abortions.
- Joseph Randall observed:
 - “The nurses have to look at the ultrasound picture to gauge how far along the baby is for an abortion, because the larger the pregnancy, the more you get paid.
 - It was very important for us to do that.
 - But the turnover definitely got greater when we started using ultrasound.
 - We lost two nurses—they couldn’t take looking at it.
 - Some of the other staff left also.”
- What about the women having the abortions? Do they see the ultrasound?
 - “They are never allowed to look at the ultrasound because we knew that if they so much as heard the heartbeat, they wouldn’t want to have the abortion,” said Randall.

“THERE ARE NO WORDS TO DESCRIBE IT”

- Every year in the United States more than a million abortions are performed—
- “Saline abortions have to be done in the hospital because of complications that can arise,” says ob-gyn staffer Debra Henry.
- “Not that they can’t arise during other times, but more so now.
- The saline, a salt solution, is injected into the woman’s sac and the baby swallows it.
- The baby starts dying a slow, violent death.
- The mother feels everything, and many times it is at this point when she realizes that she really has a live baby inside of her, because the baby starts fighting violently for his or her life.
- He’s just fighting inside because he’s burning.”

“THERE ARE NO WORDS TO DESCRIBE IT”

- “I’ll tell you one thing about D&E,” lamented Anthony Levantino.
 - “You never have to worry about a baby’s being born alive.
 - I won’t describe D&E other than to say that, as a doctor, you are sitting there tearing, and I mean tearing—you need a lot of strength to do it—arms and legs off of babies and putting them in a stack on top of a table.”
- “There are no words to describe how bad it really is,” added Carol Everett.
 - “I’ve seen sonograms of the baby pulling away from the instruments as they are introduced into the womb.
 - And I’ve seen D&E’s through thirty-two weeks done without the mother’s being put to sleep.
 - And yes, they hurt and they are very painful to the baby, and yes, they are very, very painful to the woman.
 - I’ve seen six people hold a woman on the table while they did her abortion.”

“MY HEART GOT CALLOUSED”

- Physicians are manipulated into going against their consciences and performing abortions, says David Brewer, all in the name of helping women.
- He described witnessing a suction abortion for the first time during his medical training.
 - “I had taken anatomy, I was a medical student. I knew what I was looking at.
 - There was a little scapula and an arm, I saw some ribs and a chest, and a little tiny head.
 - I saw a piece of a leg, and a tiny hand and an arm and, you know, it was like somebody put a hot poker into me.
 - I had a conscience, and it hurt.
 - Well, I checked it out and there were two arms and two legs and one head and so forth, and I turned and said, “I guess you got it all.”
- That was a very hard experience for me to go through emotionally.
- Here I was with no real convictions, caught in the middle.
- And so I did what a lot of us do throughout our life.
- We don’t do anything.
- I didn’t talk with anybody about it, I didn’t talk with my folks about it, I didn’t think about it.
- I did nothing.

“MY HEART GOT CALLOUSED”

- And do you know what happened?
 - I got to see another abortion.
- That one hurt too.
- But again I didn't do anything, and so I kept seeing abortions.
- Do you know what?
 - It hurt a little bit less every time I saw one.
- Then I got to sit down and do an abortion.
 - Well, the first one that I did was kind of hard.
 - It hurt me again like a hot poker.
 - But after a while, it got to where it didn't hurt.
- My heart got calloused.
- I was like a lot of people are today—afraid to stand up.
- I was afraid to speak up.
- Or some of us, maybe we aren't afraid, but we just don't have our own convictions settled yet.

“EVERYTHING CHANGES”

- Anthony Levantino, the “pro-woman” ob-gyn from Troy, New York, relates the revealing and very personal story of what happened that caused him to stop performing abortions.
 - “There was this tremendous conflict going on within me.
 - Here I am, doing my D&Cs (an early term suction abortion), five and six a week, and I’m doing salines on a nightly basis whenever I was on call.
 - The resident on call got the job of doing the salines, and there would usually be two or three of those.
 - They were horrible, because you would see one intact, whole baby being born, and sometimes they were alive.
 - And that was very, very, very frightening.
 - It was a very stomach-turning kind of existence.
- The thought occurred to me even then,
- “I wish one of these people would just let me have their child.”
- But it doesn’t work that way.
- We were lucky; it just took four months before we adopted a healthy little girl, and we called her Heather.

“EVERYTHING CHANGES”

- Life was good until June 23, 1984.
- On that date I was on call, but I was at home at the time.
- We had some friends over and our children were playing in the back yard. At 7:25 that evening, we heard the screech of brakes out in front of the house.
- We ran outside, and Heather was lying in the road. We did everything we could, but she died.
- Let me tell you something. When you lose a child—your child—life is very different.
- Everything changes.
- And all of a sudden the idea of a person’s life becomes very real.
- It’s not an embryology course anymore; it’s not just a couple of hundred dollars.
- It’s the real thing. It’s your child you buried.

“EVERYTHING CHANGES”

- “You start to realize, this is somebody’s child.
- I lost my child—someone who was very precious to us.
- And now I’m taking somebody’s child, and I’m tearing them right out of their womb.
- I’m killing somebody’s child.
- That’s what it took to get me to change.
- My own sense of self-esteem went down the tubes.
- I began to feel like a paid assassin.
- That’s exactly what I was.
- You watch the movies, when somebody goes up to a hit man and pays them to kill someone; that’s exactly what I was doing.
- It got to a point that it just wasn’t worth it to me anymore.
- The money wasn’t worth it.
- “Poor women,” my butt. I don’t care.”

PUTTING THE GENIE BACK IN THE BOTTLE

- In the strangest of ironies, Bernard Nathanson, perhaps the closest thing to being “the man who started it all” for the pro-choice movement—the Edward Teller of abortion—now spends his days trying to put the abortion genie back in the bottle.
- Like Norma McCorvey—who as the barefoot-and-pregnant “Jane Roe” was the pro-abortion plaintiff in the Supreme Court’s momentous and fateful Roe v. Wade decision—Nathanson also is today dedicated to putting an end to what both now see as a national tragedy akin to the Nazi Holocaust.

PUTTING THE GENIE BACK IN THE BOTTLE

- The abortion holocaust is beyond the ordinary discourse of morality and rational condemnation.
- It is not enough to pronounce it absolutely evil.
- Absolute evil used to characterize this abortion tragedy (forty-three million in 2005, over 51 million in 2015) is an inept formulation.

According to the Guttmacher Institute, there have been **51,376,750 abortions** performed since 1973. Imagine how many Mozarts, Einsteins, and Michelangelos have been lost to abortion in this country. When the Supreme Court issued its contentious Roe v Wade decision, it went out of its way to place limits on abortion. May 30, 2015

Your Best Chance to Protect the Unborn | Conservative Daily
conservative-daily.com/2015/05/.../your-best-chance-to-protect-the-unborn...

- <http://conservative-daily.com/2015/05/30/your-best-chance-to-protect-the-unborn/>

- The abortion tragedy is a new event, severed from connections with traditional presuppositions of history, psychology, politics and morality.
- It extends beyond the deliberations of reason, beyond the discernments of moral judgment, beyond meaning itself.
- It trivializes itself to call itself merely a holocaust or a tragedy.

PUTTING THE GENIE BACK IN THE BOTTLE

- When we honestly face the sheer barbarism and brutality of abortion—some of which amounts to infant torture and murder—we’re left with a dilemma.
- Most people who consider themselves pro-choice are, by all appearances, reasonable and caring human beings.
- And yet they condone, and some even champion, the right to perpetrate the very acts of deception, betrayal, mutilation, torture, and killing described in these pages.
- Protecting “A woman’s right to choose” has been a cornerstone component of the Democratic Party platform for nearly 50 years. Polarization around the abortion issue has been politically expedient for that party and has created, what appears to be a permanent and rather broad gender gap in voting and political party affiliation which has swung voter opinion considerably left of center.
- How can this be?

Gender Gap in Voting for President, Final Pre-Election Polls

	Men	Women	Difference
2012	-8	+12	20 pts.
2008	0	+14	14 pts.
2004	-12	+4	16 pts.
2000	-7	+8	15 pts.
1996	+1	+15	14 pts.
1992	+4	+8	4 pts.
1988	-12	-4	8 pts.
1984	-28	-10	18 pts.
1980	-15	-5	10 pts.
1976	+8	-3	11 pts.
1972	-26	-24	2 pts.
1968	-2	+2	4 pts.
1964	+20	+24	4 pts.
1960	+4	-2	6 pts.
1956	-10	-22	12 pts.
1952	-6	-16	10 pts.

Figures represent lead/deficit for Democratic candidate among men and women in each election, in percentage points.

GALLUP®

<http://www.gallup.com/poll/158588/gender-gap-2012-vote-largest-gallup-history.aspx>

PUTTING THE GENIE BACK IN THE BOTTLE

- In searching for an explanation, Bernard Nathanson compares America's abortion holocaust with what occurred in Europe during World War II.
- While some would object to the comparison, there are at least a couple of parallels that are both stunning and inescapable—and very instructive when it comes to marketing evil.
- During the Nazi era, it's a fact that many apparently reasonable and caring Germans somehow came to regard Jews as less than human.
- Somehow their perception had been so tampered with that, although their physical eyes would see a human being, in their minds they saw the Jew as something less than human and therefore disposable.

PUTTING THE GENIE BACK IN THE BOTTLE

- Even in our own nation during the early nineteenth century, the Supreme Court in its infamous Dred Scott decision denied the full personhood of Americans of African origin and ruled that they could never become U.S. citizens.
- Writing for the court majority, Chief Justice Roger B. Taney said blacks
 - have “no rights which the white man was bound to respect; and that the negro might justly and lawfully be reduced to slavery for his benefit. He was bought and sold and treated as an ordinary article of merchandise and traffic, whenever profit could be made by it.”

PUTTING THE GENIE BACK IN THE BOTTLE

- How did the Supreme Court get around that?
- According to Chief Justice Taney:
 - “It is too clear for dispute, that the enslaved African race were not intended to be included, and formed no part of the people who framed and adopted this declaration.”
- As it has so many times throughout history, this same dehumanizing phenomenon—complete with an illegitimate blessing by the U.S. Supreme Court—has occurred once again, this time with unborn children as the victims.
- Whereas once upon a time pregnant mothers were respectfully, lovingly referred to as being “with child,” **today we coldly refer to the unborn, not as a child, but as a fetus.**
- Indeed, the word fetus has taken on qualities and characteristics convenient to the pro-abortion viewpoint—implying something less than human, with little intrinsic worth, and therefore disposable.
- If an abortionist or pro-choicer looks at a fetus, his eyes will see a perfectly formed human child—for that is what a fetus actually is—but his mind will see something else, an ugly, nonhuman, disposable lump of tissue.

PUTTING THE GENIE BACK IN THE BOTTLE

- Interestingly, if there were no word for fetus, such a switch of realities would be more difficult.
- **The word itself becomes a convenient carrier of the ugly, nonhuman characteristics, and is thus a key tool for denying the humanity of the unborn human child.**
- How does a population get itself into such a trance, such a grotesque and deadly delusion, all the while believing it has embraced something enlightened and liberating?
- Adolf Hitler played the German people like a virtuoso violinist plays a Stradivarius—not only with emotional speeches, but with a massive, relentless propaganda campaign backed by intimidating rallies and terrorizing street bullies.
- Bypassing reason, he appealed directly and intensely to raw emotion, and he radically altered their perception of reality.

PUTTING THE GENIE BACK IN THE BOTTLE

- In America, the process is much more subtle but no less pervasive.
- First, over the last few decades our nation embraced the notion that total sexual freedom, without restriction of any kind, is a right, an entitlement.
- We've been seduced into blaming moralists as oppressors, and thus separating sexuality from its God-ordained purpose—the sanctified union between husband and wife within the protective confines of marriage, from which issues the most precious of all things: our children.
- We have abandoned reason and self-restraint in favor of the self-indulgent fulfillment of our personal desires and lusts.
- And logically, if sex without consequences is the top priority—which it has become—then abortion simply has to be an option, no matter what.

PUTTING THE GENIE BACK IN THE BOTTLE

- Second, a huge factor in making abortion acceptable, indeed a “fundamental American right,” has been the change in American law.
- Whether in Nazi Germany or in Roe v. Wade America, legalizing something is immensely powerful in persuading people of the moral acceptability of immoral acts.
- In fact, for a great many people, legal equals moral.
- Vulnerable young women are deceived by manipulative counselors and unscrupulous “health professionals” into believing their unborn babies are not human, only to find out too late, in the recovery room or shortly thereafter, that they ended the lives of their own children.
- What crueller trick could one play on a mother?

PUTTING THE GENIE BACK IN THE BOTTLE

- In truth, millions of people who think of themselves as pro-choice are victims of sophisticated marketing campaigns designed to appeal to their deepest feelings about freedom and equality while simultaneously hooking them through powerful appeals to their selfishness.
- Understand that marketing evil is different from marketing blue jeans.
- In the commercial world, you profile people in your target market and map out strategies for selling to them.
- You're appealing to them, yes, but you're not changing them, just understanding their mental-emotional-cultural makeup and reaching in and pushing buttons to elicit the desired response.

PUTTING THE GENIE BACK IN THE BOTTLE

- In marketing evil, however, a much more profound process is at work.
- You're in the business of changing, seducing, corrupting people.
- And the way back is not so easy, because we all exist in a state of pride, which means we don't like to see we've done something wrong.
- So once we've been tempted to cross the line—in this case, to have an abortion—our very consciousness and loyalties often change.
- In the same way, many of the physicians who perform abortions have also been victims of sorts, pressured to do so by an amoral and cowardly medical establishment.
- Each in his own way has fallen prey to the appealing rhetoric of the abortion marketer who justifies their destructive acts and anesthetizes their consciences with intimidating slogans.

PUTTING THE GENIE BACK IN THE BOTTLE

- When people are the victims of con men, they often are loath to recognize that they have been deceived, simply because they don't want to think they have exercised bad judgment or done anything wrong.
- The decreasing conflict he feels each time he performs an abortion is evidence of a movement away from conscience as his involvement progresses.
- The Bible describes this seduction process whereby we ignore our conscience so we can obtain some perceived advantage, but this results instead in spiritual blindness:
 - **“Hearing ye shall hear, and shall not understand; and seeing ye shall see, and not perceive: For the heart of this people is waxed gross, and their ears are dull of hearing, and their eyes have they closed; lest they should see with their eyes, and hear with their ears, and understand with their heart, and should be converted, and I should heal them” (Acts 28:26–27).**

WAKING UP

- From its inception in the 1960s, America's legal and cultural embrace of abortion has been based on lies, deception, greed, and monumental selfishness.
- These are only a few stories.
- There's not enough room to go into the utter fraud of Planned Parenthood, the world's largest abortion provider, founded by the racist eugenicist Margaret Sanger, who preached the inferiority of nonwhite races and had close ties to Hitler's director of genetic sterilization, Ernst Rudin.
- There's not enough room to go into detail about Norma McCorvey—the original “Jane Roe” on behalf of whom the Roe v. Wade case was fought and won.
- Guess what?
- McCorvey now admits Roe v. Wade was a fraud, and that she was used by abortion rights attorneys in their quest to legalize the procedure.
- In fact, in 2003 McCorvey filed suit in federal court to have Roe v. Wade overturned.
- Among her 5,437 pages of evidence were affidavits from more than 1,000 women who testified that having an abortion had devastating emotional, physical, and psychological effects on them.
- Today, McCorvey is passionately and publicly committed to undoing the damage she did in her earlier years and ending legalized abortion in America.



**"I THINK IT'S SAFE TO SAY
THAT THE ENTIRE
ABORTION INDUSTRY
IS BASED ON A LIE.
...I AM DEDICATED TO SPENDING
THE REST OF MY LIFE
UNDOING THE LAW
that bears my name."**

Norma McCorvey
"JANE ROE" OF ROE V. WADE



WAKING UP

- But this is not easily done.
- McCorvey has encountered the same bizarre denial that Nathanson has on his journey to personal redemption.
- After years of promoting abortion and helping to make it acceptable in the minds of the media and the public, Nathanson could not undo his earlier manipulations.
- Once he sold his followers on the abortion idea, he could not unsell them—even by explaining the mechanics of behind-the-scenes manipulation or by producing films showing frighteningly clear video footage of the horrors of abortion.
- In truth, it's one thing to make a person do something wrong by deceiving him into thinking that it was right, but it is quite another thing to get him to face the fact that it was wrong and that he has been deceived.
- The human ego doesn't like to see that it is wrong, and it especially doesn't like to admit it was manipulated by another.