

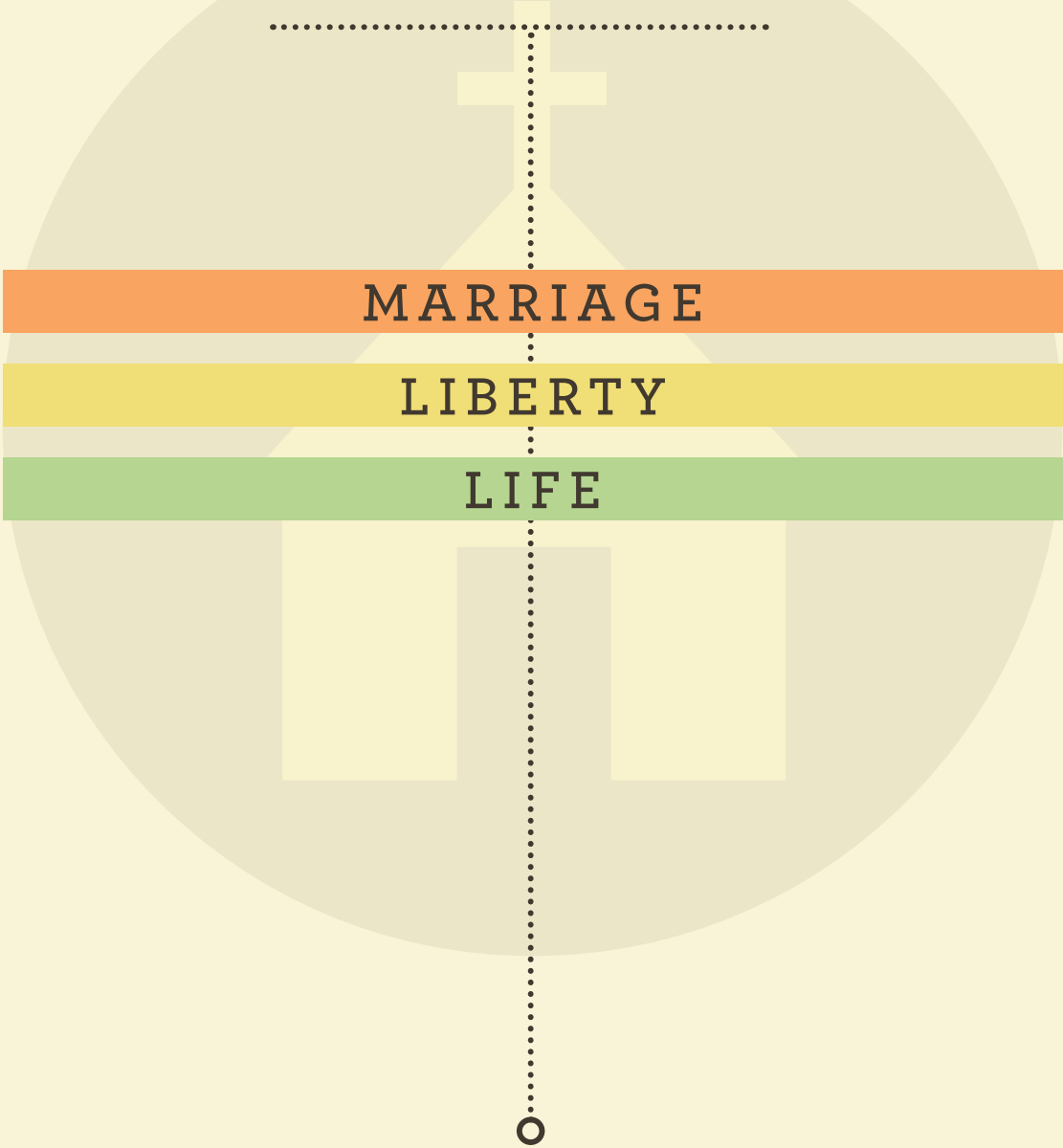
LIFE AND MARRIAGE MOVEMENT, INC.  
Presents

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A GUIDE FOR

# WINSOME ANSWERS

TO TOUGH QUESTIONS ON IMPORTANT ISSUES



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A QUICK OVERVIEW:

# TIPS & TECHNIQUES

DURING MEDIA INTERVIEWS

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## STRATEGY

Have an objective and strategy for every interview. Don't feel pressured to do an interview if there is no positive gain for your mission.

## AUDIENCE

Recognize that you are always speaking to your audience *through* a reporter or your opponent. Your audience may not be in the room but they're still listening.

## POSTURE

How you convey your point is often as important a message as what you convey. Be natural. Be positive. And smile.

## FOCUS

Use every question as an opportunity to convey the points *you* want to make. Use diversions and distractions to demonstrate a command presence to stay on-point.

## PREPARATION

Know your subject by heart in order to convey it with conviction. Your interviewer, your opponent, and your audience will know the difference.

## PIVOT

If a reporter or opponent asks a question that is either off-topic, based on a false premise, or clearly designed to lead you into a corner, use the question instead to pivot or 'bridge' to a point you want to make.



# Marriage

## QUESTION 1

What is your position on marriage?



## QUESTION 2

What about “civil unions”?



## QUESTION 3

Why would you deny a same sex couple that loves each other the right to “marry”?





## QUESTION 1

# What is your position on marriage?



RESPONSE

Marriage is the unique relationship between one man and one woman that joins the two halves of humanity together in a lifelong union. It benefits the couple; it benefits any children they produce or raise together; and it benefits society as a whole.



RESPONSE

Society's interest in promoting marriage is to provide what's best for children. Circumstances like death or divorce sometimes prevent it, but the ideal situation for children is to be raised by a married mother and father. So the job of government is to promote an environment where children can experience the unique love of a mother and a father together.



RESPONSE

Children need the influence of both a mother and father together – that's what natural marriage provides. We can all agree that public policy shouldn't intentionally create motherless or fatherless homes. Why deny a child the right to have a relationship with their mother or father? Marriage is so important that we should find ways to restore a culture that will value the inherent uniqueness of marriage, not redefine it.



## QUESTION 2

# What about “civil unions”?



RESPONSE

The idea of civil unions was never a middle-ground or a compromise. It was a spring-board to redefine marriage. Either way, the civil union debate is over. No one is arguing for civil unions.



RESPONSE

If the question is about making a household, it is already legally possible for someone to share financial, medical and other personal decision-making responsibilities with anyone they choose, regardless of the relationship. We don't need to redefine marriage or create marriage-like legal arrangements to accomplish this.



RESPONSE

Let's not forget what marriage is...the only institution that joins the two halves of humanity together in a lifelong union. Civil unions can't do that...and were always a stepping-stone to same-sex marriage. Now the question becomes, “what's next?” People advocating for polygamy and group marriage are going public with demands that we redefine marriage to meet their adult desires – regardless of the impact on children and society. In fact, those who support polygamy and group marriage rely on the very same arguments being advanced by same-sex marriage advocates.



### QUESTION 3

# Why would you deny a same sex couple that loves each other the right to “marry”?



RESPONSE

The way we define marriage matters because it impacts everyone, not just same-sex couples. Marriage is the only institution that joins the two halves of humanity together in a lifelong union. Anything else is not marriage.



RESPONSE

The two halves of humanity are male and female, not gay and straight. Thus, every child has a mother and a father, along with a natural and fundamental right to both parents. A same-sex couple cannot provide both a mom and a dad for any child in that relationship. No matter how well meaning they may be, a same-sex couple cannot fulfill society’s essential purpose for marriage. Men and women are different; their relationship to one another and to their children is unique, and our policies should reflect that reality.



RESPONSE

Marriage laws have never been about validating a romantic relationship – you don’t need a marriage license to be emotionally involved with another person. The purpose of marriage is to ensure the right of children to a relationship with their mother and father. That, in turn, encourages stability and responsibility between mom, dad, and children so that the family endures through time. To have the law reduce marriage to a government license for companionship based on adult emotional attachment damages society. It eliminates our only institution focused on connecting children to their natural right to a mother and father.



# Religious Freedom Rights of Conscience

## QUESTION 1

Don't you support the separation of church and state?



## QUESTION 2

Why allow prayer at taxpayer-funded meetings?



## QUESTION 3

Why should a business be allowed to discriminate against same sex couples?



## QUESTION 4

Why should a business be allowed to deny contraception to its employees?





QUESTION 1

# Don't you support the "separation of church and state"?



RESPONSE

Yes, of course! But we support Jefferson's wall of separation, not the ACLU's wall.



RESPONSE

"Separation" was meant to protect churches and religious people from government intrusion and coercion. It was never meant to exclude people of faith from the democratic process or to eliminate their voices from public life.



RESPONSE

In America, every person is equal under the law, has the same freedom to participate in every area of public life, and has the right to advocate for his or her views both in private conversation and in public policy debates. Too often today, when you hear "separation of church and state" it is meant instead to exclude religious people from expressing the natural outworking of their faith in the public square. That is a denial of a person's basic freedom and I strenuously oppose it.





QUESTION 2

## Why allow prayer at taxpayer-funded meetings?



RESPONSE

Why *ban* prayer at public meetings?  
Our founding documents are rooted in the idea that a Creator and truth both exist. There's nothing wrong with asking that Creator to bring a bit of truth into a public meeting.



RESPONSE

Most public bodies – state legislative bodies, Congress, the Supreme Court – open with an appeal to God for guidance and wisdom. This cherished freedom *was regularly practiced by the authors of the Constitution*. We can't seriously argue that the very people who wrote the Constitution were violating it as they wrote it!



RESPONSE

It is simple tolerance to accept both secular and religious views in public meetings. Excluding prayer would be open hostility to religion – something that our Constitution should never tolerate. And regulating which prayers are acceptable would invariably be left to some government employee or agency to decide which prayers would be acceptable, effectively establishing a government-approved “religion,” also contrary to the First Amendment’s “establishment clause.” Prayer at a public meeting is always voluntary, never forced.



QUESTION 3

# Why should a business be allowed to discriminate against same sex couples?



RESPONSE

Certainly, customers deserve respect, but business owners have broad rights to live out their own values and conscience. We need to find a balance, not turn customers into dictators of conscience.



RESPONSE

Should a gay florist have to sell altar flowers to the absurdly anti-gay Westboro Baptist Church, or a gay photographer be forced to cover weddings there? Americans shouldn't have to sell out their conscience before they open a business.



RESPONSE

America was founded on freedom of conscience and the free exercise of religion. Of course there are conflicts that come from such freedom, but we need to work them case by case. Neither side should have an absolute power to crush the conscientious beliefs of the other.



QUESTION 4

# Why should a business be able to deny “contraception” to its employees?



RESPONSE

Let's remember that most employers already provide for birth control through employee health plans. What many find objectionable, though, is being forced to pay for drugs that will induce an abortion when a pregnancy has occurred.



RESPONSE

Some women want employer-paid health plans to go beyond birth control to cover their personal choice for *abortifacient* contraceptives and abortions. However, employers have an inherent right to not pay for those when it violates their right of conscience, moral conviction, or religious belief. Employers don't surrender their freedom when they open a family business any more than an employee surrenders their freedoms by working there. A free society doesn't force families to choose between paying for abortion-inducing drugs or being punished by the government.



RESPONSE

Birth control prevents a pregnancy from occurring. But a business owner who believes abortion is wrong shouldn't be forced to pay for abortion causing drugs to end a pregnancy after a woman has conceived. Most employer-paid health plans provide adequate coverage for birth control. Some cover every conceivable option available, others don't. If an employee wants something outside of their plan they are free to shop for it outside of their plan. There is no reasonable excuse to demand an employer subsidize abortion when it violates their right of conscience, moral conviction, or religious belief.



# Life

## QUESTION 1

What is your position on abortion?



## QUESTION 2

What is your position on life?



## QUESTION 3

Would you really ban the right to abortion?



## QUESTION 4

What gives you the right to force a woman to carry a baby after rape or incest?





## QUESTION 1

# What is your position on abortion?



RESPONSE

I oppose abortion because it takes the life of an innocent baby. At the same time, I support giving women true choices when facing an unexpected or challenging pregnancy so that it's a win-win for both mother and child.



RESPONSE

There's a part of legal abortion few people talk about and that's the impact on women. A growing body of research finds abortion hurts women physically and emotionally. The most common reasons women say they abort is due to a lack of financial and emotional support. Let's find ways to give women true choices so they don't struggle alone. Surely we can do better than pushing women toward abortion.



RESPONSE

Good people on both sides of the abortion debate can differ on whether Roe v Wade was a good decision. But what my opponent wants goes way beyond what Roe requires. He/She believes *(insert specific opponent positions)*. And my opponent believes that all this should be done at taxpayer expense. Voters need to know about his/her abortion extremism.

[NOTE: this response requires that each candidate know your opponent's voting record or clearly defined positions on these and other abortion policies in order to tailor your answer to them. The object is to portray your opponent's positions as extreme and out of touch with what is accepted as reasonable and mainstream. Other opponent positions to consider in this list include: Infant born-alive legislation; abortion ban after viability; abortion ban after 20 week; pain-capable (or fetal pain) legislation; and sex-selection abortion.]



## QUESTION 2

# What is your position on life?



RESPONSE

My sense of compassion demands that all human life be protected from its natural beginning to its natural end. I am for protecting life.



RESPONSE

Civilized and compassionate societies protect their most vulnerable members. Science, religion, and common sense all tell us that life begins at conception, and should be protected. That is one of the reasons our most fundamental freedom, the first one mentioned in the Declaration of Independence, is the right to life. Without life, a person can't enjoy the other freedoms endowed by our Creator.



RESPONSE

We should be willing to protect the lives of the most helpless among us. *Every life has dignity.* Every life is a gift no matter their size, shape, age, color, intellect, or ability. We are each uniquely and wonderfully made, and we each have something to give to others. My question is this: "What have we missed from those who have not been given the chance to live, or from whom we take life before its time?" A caring society will protect the baby in the womb as well as the elderly person in the wheelchair.



### QUESTION 3

## Would you really ban the right to abortion?



RESPONSE

Every child's life is unique and has value and dignity. My sense of compassion demands that each child be protected regardless of their age, their health or their condition of dependency.



RESPONSE

Can we agree that a civilized society will protect its most vulnerable members? I think that's why the most fundamental freedom, the first one mentioned in the Declaration of Independence, is the right to life. Without life, a person can't enjoy the other freedoms endowed by our Creator.



RESPONSE

Good people on both sides of the abortion debate can differ on whether Roe versus Wade was a good decision. But what my opponent wants goes way beyond what Roe requires, and it won't help the most helpless among us. As a compassionate society we should agree on four basics: agree on protecting babies that we know feel the pain inflicted upon them during abortion; agree on protecting babies who can live outside the womb; agree on stopping dangerous late term abortions; and agree on protecting lives of women and their babies.



#### QUESTION 4

## What gives you the right to force a woman to carry a baby after rape or incest?



### RESPONSE

A mother who has been brutalized by a crime like this deserves justice – to have the perpetrator punished to the fullest extent of the law. But our human compassion should demand that we don't answer her suffering with the death of her child.



### RESPONSE

I begin with the idea that all human life is precious. That means we can't effectively punish the perpetrator by putting the child to death. The larger question for me becomes, "how can we deny an innocent child a chance at life?" Sometimes the right choice is the more difficult choice – but choosing life is always right.



### RESPONSE

Let's not allow the less than 1% of why abortions occur cloud the issue here and ignore the central fact that a life has been created. My opponent wants to use these extremely rare cases to scare women away from talking about the question of life rationally, scientifically, and yes – morally. My opponent supports *(fill in the blank)*. In addition he/she *(fill in the blank)*. He/she is extreme in his/her support of abortion anytime, anywhere, for any reason, and paid for by American taxpayers. Basic human compassion demands we protect innocent life whenever possible.