



## *The Kansas Coalition for Life*

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### **News Release**

For Immediate Release

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# **The Annual ProLife Signature-Ad is a Kansas Tradition**

Since the early 1980's, a ProLife Signature-Ad has been a Kansas tradition. It is now the largest and the longest-running signature-ad of any sort in the entire nation!

In Kansas, the first ProLife Signature-Ads were done in the early 1980's under the auspices of Life Issues Fund for Education, a group known as "Life Inc.", which is no longer in existence today. After Life Inc. stopped sponsoring the ad, Kansans for Life sponsored it for several years. In 1992, the project was turned over to the Kansas Republican Coalition for Life, a group associated with Eagle Forum.

The Kansas Republican Coalition for Life sponsored it annually until 2002 when Bishop Olmsted of the Wichita Diocese decided that he did not want partisan organizations working in churches. Several Protestant pastors agreed with the Bishop's position. A new, nonpartisan organization, The Kansas Coalition for Life (KCFL) was set up specifically to promote the proLife cause within Kansas Churches. KCFL has sponsored the ad every year since.

Since 2004, KCFL has incorporated the annual "ProLife theme" of the US Conference of Catholic Bishops into the wording of the ad statement for that year. So far, three years and counting, Protestants who sign the Signature Ad have spoken very favorably of the USCCB theme. There has not been a single instance of a complaint about the use

of the USCCB theme in Protestant circles; only compliments and strong agreement!

Perhaps the only good thing to come out of the tragedy of 34 years of abortion in America is that it has brought Catholics and Protestants together, working shoulder to shoulder in a way that nothing else could have.

Year-after-year, the annual ProLife Signature-Ad brings Catholics and Protestants together, as they work toward the common goal of educating the public, and public office holders about ProLife issues of the day. Therefore, as long as abortion is legal in Kansas, there will be a need for a ProLife Signature-Ad.

There has been some recent confusion and mis-information about the ProLife Signature-Ad that needs to be cleared up.

First, is the charge that if you sign the ad, your name and contact information will be given to the Republican Party. That has never happened, either directly or indirectly, in all the years that Kansas has had the annual ProLife Signature Ad. Even when the ad was sponsored by the Kansas Republican Coalition for Life, there was no sharing of the names with either the County or the State Republican Party. Furthermore, it is doubtful that either party would want the names and contact information if they were to be offered to them, as they have a broad range of issues that they are dealing with, and they

already have updated contact information for every legally registered voter in the state.

Secondly, there is concern that the names and contact information are still being shared with other proLife groups. Until 2005, it was common practice to share the names and contact information with other proLife groups and crisis pregnancy centers. However, in 2005, Bishop Jackels, of Wichita, requested that an option be given to each signer, that his or her name would not be shared with other proLife groups. Surprisingly, about 85% of the ad signers checked that option block! Seeing that such a high percentage of the signers did not want their name and contact information shared, KCFL completely stopped sharing contact information with any group.

Finally, there are always questions about the money: (a) where does the money go, if after covering the cost of the ad, there is money left over? Or, (b) what happens, if you commit to running the ad, and then end up without enough funds to publish it?

The only thing that you can be sure of is that either (a) or (b) is going to happen. You will never end up right at the break-even point.

If there is money left over after paying the costs of the ad, the money will go to support KCFL. The Signature-Ad is our primary fundraiser of the year. Some money will be distributed to the pregnancy crisis centers that work with KCFL on our on-going daily project at the Tiller Abortion facility in Wichita, and some will go in direct support of abortion-bound mothers who change their mind about having an abortion, and need emergency financial assistance on a short term basis. For a detailed accounting of the 2005 Signature Ad, go to [www.kcfl.net](http://www.kcfl.net), and then click on "Signature Ad", then on "Financial Report".

A similar accounting of the 2006 ProLife Signature Ad is in the works, and will be posted on-line when ready. The last 2006 Signature-Ad money was received in early January 2007, but was postmarked in 2006. Due to so many people signing for free in

2006, the 2006 ad did not earn money for KCFL, like the 2005 ad did.

In any case, if there is not enough money to cover the cost of organizing and publishing the ad, the money has to be raised by other means, or borrowed. Once an organization has committed to running the ad, it MUST publish the ad. Here is why: If you do not run the ad, after committing to do so and accepting money from ad signers, the sponsoring organization would have to offer to refund the many small donations given by each ad signer. The cost of doing that would be greater than the donation itself in many cases. Therefore, publishing the ProLife Signature-Ad requires a true leap-of-faith for the sponsoring organization, and the 2007 ad is no exception.

The Roe v. Wade Anniversary Edition of the 2007 Signature Ad will be published in The Wichita Eagle on January 22nd, (confirmed), at a cost of \$6'126.60 for publication alone. Printing flyers and promotional costs are over and above what is paid for publication. In addition to the January publication, KCFL plans to publish the 2007 ad again, on or near Mother's Day. The later editions always contain more names, because all who have signed that year's ad, up to that point-in-time, are included. The Mother's Day edition will appear in The Catholic Advance, The Chronicle, and perhaps in other newspapers as well.

In any case, the 2005, 2006, and the 2007 ProLife Signature Ads will remain on display on-line at [www.kcfl.net](http://www.kcfl.net) until abortion is against the law in Kansas.

We hope that you will be part of the historic ProLife Signature-Ad, and that you are willing to put your name to a proLife statement that publicly articulates the proLife viewpoint on issues of the day.

We invite every person who cares about the plight of the unborn to become a signer of the annual ProLife Signature Ad.

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