

## Some Guidelines for Pro-life Rhetoric Employed by Life Advocacy

1. Labels do not communicate. Use phrases—not only to describe your position but also to describe the proposition.
2. Always include ancillary issues; do not limit comments to generalities.
3. Never assume your audience knows the facts about abortion practice or abortion law.
4. Be prepared to back up your comments with both logic and documentation.
5. Always assume you can at least open minds by telling the truth; don't write voters off.
6. Analyze your audience according to the probable dominant category of self-labeled “pro-choice” leaning individuals.
7. Exhibit a positive attitude toward Life and the value of each individual.
8. Try to get your questioner or challenger to use negative terminology; avoid it yourself to the extent possible without going into annoying euphemisms.
9. Treat every abortion-related question in front of every audience as an (unstated) “I'm-glad-you-asked-that” question. The confident, upbeat communicator is the one who attracts support.
10. Keep your cool, no matter what.
11. Do not shrink from controlled righteous indignation, when appropriate.
12. Have fun with the impact the truth makes—on your audience, and on your opponent!

These communication guidelines are “fleshed out” in our *Winning with Life* Seminar. We hope you can participate in a Seminar, where we'd be happy to answer questions you may have about applying these guidelines.

SOME SUGGESTIONS FOR PRO-LIFE TERMINOLOGY\*  
RECOMMENDED BY LIFE ADVOCACY

| <b>Not</b>  | <b>But</b>  |
|---|---|
| Pregnant woman                                      | Expectant mother  |
| Clinic  | Abortuary<br>Abortion Mill  |
| Embryonic stem cell research                        | Embryo killing<br>Embryo sacrifice<br>Experimentation on embryonic humans   |
| Perform abortion<br>Provide abortion<br>Do abortion | Commit abortion (baby killing might not be a statutory crime in America, but the criminal nature of the act should not be conceded or overlooked) |
| Fetus   | Unborn boy or girl<br>Preborn boy or girl<br>Prenatal boy or girl   |
| Parental notification/consent law                   | Law barring a doctor from committing an abortion on a minor behind her parents' backs   |

\* We strongly believe pro-life communicators are benefited by thinking out their own language for talking about the issues most important or useful to them in given audiences. Nevertheless, we recognize that certain terminology — too often used casually by pro-life communicators merely speaking the vernacular of the culture — actually aids the abortion lobby, an error which we find damaging to the cause of Life and to those seeking to open minds. Using strategically appropriate terminology will annoy the committed abortion advocate but can help to open the minds of fence-sitters and those who merely label themselves “pro-choice” without a firm commitment; these latter are the audience who count in efforts to persuade.