



Family Concerns

"Bridging the Information Gap"

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"THE OVERHAULING OF STRAIGHT AMERICA" *A strategy that is working*

American Christians woke up August 8 to the news that the Episcopal House of Bishops had confirmed an openly gay man to be the newest bishop of the church. Many Episcopalians and other Christians are asking, "How did this happen?" All of those who go to mainline Protestant churches are facing similar battles and many are dumbfounded by the fact that this issue is even being aired in light of clear Scriptural teachings that denounce the practice of a homosexual lifestyle, particularly after one is made a "new man" in Christ.

I can recall in the early days of my involvement with CWA going to a workshop at one of the conventions given by former CEO of CWA Jim Woodall on the homosexual agenda. At that time we were presented with an article, "*The Overhauling of Straight America*," by Marshall Kirk and Erastes Pill, published in 1987 in the homosexual magazine *Guide*. Another treatise by Marshall Kirk and Hunter Madsen, "*After the Ball: How America Will Conquer Its Fear and Hatred of Gays in the 90's*" was published in 1989. I remember being shocked at what was clearly a plan to sell homosexuality to America, and though I saved the material I did not really take it all too seriously because I believed that Americans would see through the strategy.

These men, one of whom has a psychological background (Kirk) and another with Madison Avenue commercial advertising background (Madsen), knew that to succeed there must be a desensitization of the American public concerning gays and gay rights. They set out to help the public view homosexual behavior with indifference and as a preference not unlike a preference for a particular brand of coffee. They were not interested in Americans fully understanding the homosexual lifestyle, in fact, they did not want Americans to know what homosexuals do; they just wanted them to think of homosexuality as another option.

Excerpts of their plan:

- Talk about gays and gayness as loudly and as often as possible. *Almost any behavior begins to look normal if you are exposed to it often enough.* They were careful to point out that Americans should not be shocked by a premature exposure to the homosexual lifestyle itself. They set out to do this through the visual media...seeing it as the "Trojan horse" into the private world of straight America.
- Portray gays as "victims," not as aggressive challengers. *Gays must be presented as victims in need of protection, producing a reflex reaction in straights as "protector."* The imagery should be attractive and low-key. Gays are victims of society: "In any campaign to win over the public, gays must be cast as victims in need of protection so that straights will be inclined by reflex to assume the role of protector."
- Give protectors a just cause. *Most would rather attach their awakened protective impulse to some principle of justice or*

law, to some general desire for consistent and fair treatment in society. Our campaign should not demand direct support for homosexual practices, should instead take anti-discrimination as its theme. "The homophobes clothe their emotional revulsion in the daunting robes of religious dogma, so defenders of gay rights must be ready to counter dogma with principle."

- Make the victimizers look bad...*this comes at a later stage of the media campaign.* "To be blunt, they must be vilified." Our goal: "First we seek to replace the mainstream's self-righteous pride about its homophobia with shame and guilt. Second, we intend to make the anti-gays look so nasty that average Americans will want to dissociate themselves from such types." The public should be shown images of ranting homophobes whose secondary traits and beliefs disgust Middle America.
- Solicit funds: The Buck stops here.
- Getting on the air; or, you can't get there from here. Crashing the gates of the media:
 - Gay advertising dollars, with newspapers and magazines as an enticement
 - Appearance of likeable and favorable gay characters
 - Peek-a-boo advertisements with gay characters or themes: "Exposure is everything and the medium is the message."
 - Roll out the big guns:
 - Testimonials of boy-next-door or girl-next-door types
 - Monogamous relationships emphasized/ Gay stability and commitment
 - I have been "born gay"; I always knew I was "different."
 - Celebrity spots
 - Showing straights walking in "gay shoes" with humorous or poignant questions of 'What if it was you?'

Kirk and Madsen also describe an eight-point "Strategic Evaluation" to evaluate an advertisement's success in vilifying their opponents: Concerning an ad, "How to Stop Child Abuse," designed by Kirk and Madsen to sell the idea of "Bi/homosexual youth" to Middle America. The ad says the boy felt different while growing up and realized he was gay. He was "abused" (thrown out of his home) and rejected by friends.

Strategy: Jamming / Conversion / Desensitization. "Build straight sympathy and protectiveness toward gays by portraying them as innocent victims of circumstance and bigotry. Teach readers that homosexuality is extremely common. (They use Alfred Kinsey's fraudulent 10% homosexual claim.) Comment: The headline catches the eye, and trades on the perennial public hysteria about child abuse. Then the copy turns the tables on straights: By focusing on teens, the ad portrays gays as innocent and vulnerable, victimized and misunderstood, surprisingly numerous yet not menacing. It also renders the "anti-family" charge absurd and hypocritical. Bull's eye." [Judith Reisman, PhD. "Crafting Bi/Homosexual Youth, Regent University Law Review, Vol.14-283, p. 323-24.]

More in next issue of *Family Concerns*