

Helpful Hints for Dealing with the Media

Here are 10 Commandments when talking about a Same-Sex “Marriage” and the need for a Marriage Protection Amendment:

1. **Thou shalt make your key points in the first few moments:** Otherwise, you’ll be cut off.
 - People have a right to live as they choose within the law, but they don’t have the right to redefine marriage for all of us.
 - Marriage is between a husband and wife. The people of our state do not want marriage to be anything but that. We do not want the courts or legislators changing that definition for us or for our children.
 - Marriage is about bringing together men and women so children can have mothers and fathers. Research shows that children do better with both.
 - Do we want to teach the next generation that one-half of humanity—either mothers or fathers—are dispensable, unimportant? Children are confused enough right now with sexual messages. Let’s not confuse them further.
2. **Thou shalt keep your answers short:** Go no more than 10-15 seconds and then stop. They want sound bites – so give them sound bites. The longer your answer, the more likely they cut and paste something you won’t like.
3. **Thou shalt always be courteous.** Don’t be sarcastic. Don’t ever strike back. Season your speech with grace. Have a smile on your face. VERY important to smile. Smile with your eyes too. Remember, the joy of the Lord is your strength.
4. **Thou shalt think of the target audience:** What will gain you the most followers. Quoting the Bible will not win people over unless your audience is Christian.
5. **Thou shalt not use terms like: "Ban same-sex marriage."** Say you are opposed to “redefining marriage” or in favor of “marriage as the union of husband and wife,” but NEVER talk about “banning same-sex marriage.” Those are the words they want you to use.
6. **Thou shalt watch for trap questions:** Anticipate, anticipate, and anticipate. Know where the “logical cul-de-sacs” are – and rehearse, rehearse, and rehearse getting out of them.
7. **Thou shalt answer the question you want to answer:** When you don’t like the question – massage it to what you want it to be so you can work in the answers you want.
8. **Thou shalt talk about the negative effects of same-sex “marriage” on children:** Be specific about examples in public school education in states where it is legal (MA and CT).
9. **Thou shalt do your homework:** Know your facts. Know some research data. If you don’t know, promise to get back with them with the answer. Check out www.mappingamerica.org for help.
10. **Thou shalt let reporters know you respect them, their profession, and their deadlines:** Try to make friends but do not expect to be treated fairly all the time. You won’t be. You will be misrepresented and misquoted. If their rendering is over the top wrong, call them and object. If you can live with it, move on.