

Step Up to the Plate:

The Benefits of Public Square Outreach

PLW is focused like a laser beam on “public square outreach”. This is outreach with the goal of influencing a local community **BROADLY** to change hearts, minds, souls, and votes.

The graph to the right illustrates the meaning of **BROADLY**. Deep blue and deep green represent our pro-life and pro-abortion neighbors. White, light blue, and light green represents the “mushy middle” or the undecided. A public square outreach event engages neighbors across this spectrum— not just the pro-life faithful or the pro-abortion hostile. When a pro-life group delivers pedestrian overpass outreach over an Interstate HWY, **that is public square outreach!**

For Pro-Life Waco, **public square outreach**, has included yard signs, billboards, Life Chain, pedestrian overpass outreach, and display booths at fairs and festivals, and challenges to business enablers of abortion. Currently, Pro-Life Waco is protesting CVS and Walgreens for breaking with the history of pharmacy to fill prescriptions to kill rather than to heal.

1. Public Square Outreach is vitally important for pro-life politics.

To recover from recent election losses, we must appeal beyond the pro-life choir to the independents, the mushy middle, and the undecided. It is painfully obvious that the pro-life movement has not penetrated the middle. Abortion supporters easily sway the independents to their side with expensive and deceptive advertising. In 2022, Republican and pro-life candidates were projected to win the independent vote by 2 to 3%. However, we lost by 2 to 3%. Our legislative gains were much less than expected. And, we lost all seven statewide votes with abortion directly on the ballot. Strong Public Square Outreach—365 days of each year—will be one key to pro-life political recovery. With PSO, we contribute to changing hearts, minds, and souls. **And when that happens, votes change too.**

2. Counterbalance media bias.

The mainstream media treat the pro-life movement in damaging ways. With Public Square Outreach, we directly influence public opinion. We at least partially counter media bias. Thousands see us on sidewalks, billboards, and overpasses. They receive the message that they have neighbors who deeply care about the shedding of innocent blood. And they should too! We are respectful and factual with our messages—not the way the mainstream media portrays us.

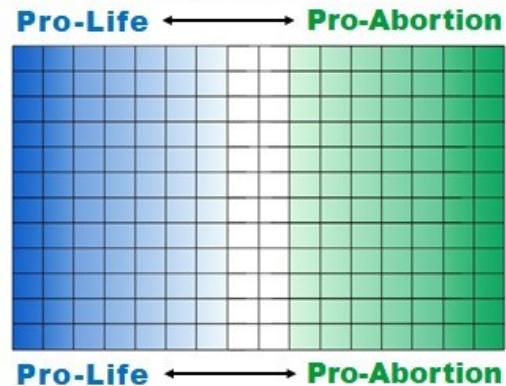
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Community Cross-Section:
Pro-Life, “Mushy Middle”, & Pro-Abortion



3. Impact on the general business community.

Pro-life outreach in the streets of a city sends a powerful message to our communities at large. This is particularly true when a protests challenges a and abortion supplier or business supporter. This creates a strong incentive for other businesses to stay on the sidelines—far away from the abortion battle.

4. Encouragement to non-active pro-lifers.

The responses of honking and thumbs up are numerous. Some pull into parking lots to thank us. It would be great to have these pro-lifers became active and joined us. However, a modest engagement is better than none at all.

5. Trigger for pro-life activism.

For over two decades, Pro-life Waco led outreach in opposition to the Nobody’s Fool sex education event each July in Waco. Monica Cline was one of the “educators” for this Planned Parenthood event. She eventually experienced a full conversion and embraced active involvement. In 2010, the converted Monica was featured for a PLW press conference outside the Nobody’s Fool event! Monica is active today exposing the realities of Planned Parenthood sex ed. www.ittakesafamily.org

6. A memorable family activity.

Let your children, grandchildren, and siblings catch you in the act of pro-life discipleship. A photo of your family engaged in Public Square Outreach would be a wonderful keepsake.

7. Effective use of active life defenders.

Laborers in our vineyard have diverse interests and gifts. Not all are inclined to other pro-life channels, such as sidewalk counseling, prayer vigils, and political engagement. For some, the fit is better for Public Square Outreach. The movement should have opportunities available for all.