

YOUR HEROIC MEDIA NEWSLETTER  
FALL 2015

# HEROIC LIFE SAVINGS

Celebrating the Heroism of Motherhood ❤️



heroic MEDIA

www.heroicmedia.org (512) 340-0999  
5806 Mesa Drive, Ste. 310, Austin, TX 78731

## You Helped Colleen say “Yes” to Life for her Unborn Child!

Every day at Heroic Media we are blessed to witness the miracles that God works in the lives of many women facing unplanned pregnancies. These miracles are made possible **by the prayers and support we receive from generous donors like you.** Here is a recent story we received from the Legacy of Life Foundation:

*“Colleen called our center after seeing a Heroic Media ad on the internet. She was in a panic and felt that abortion was her only option. Colleen truly did not wish to abort, but felt she had “no other choice”. Our counselor encouraged Colleen to come in and go over the help that could be provided to her. Colleen believed that abortion was wrong, but she had no stability in her life. After meeting with our counselor Colleen began to feel invigorated and expressed confidence in parenting once she understood the help she would receive from our center. She said “You gave me so much Hope. I truly believe God sent me here.” Praise Jesus for giving Colleen the courage to say “yes to life”!*

There are thousands of women every day in the United States who, like Colleen, become afraid when they discover they are pregnant. The majority of these women are 18-29 years old, and they use their cell phones to search the internet for information about getting an abortion.

If a Heroic Media ad does not appear in the search results it means the only ads a woman will see are **life-taking ads** from abortion clinics.

Your support is what makes it possible for Heroic Media to place **life-saving ads** at the right place at the right time.

We are so grateful that compassionate and generous donors like you have enabled us to help save over 10,000 babies from abortion since 2010. As we enter the Christmas season and turn our attention to the miracle of the birth of our Savior over 2,000 years ago, we at Heroic Media thank you for the miracles that your financial sacrifice continues to make possible every day.



Praying together for life....

## Heroic Media Prayer Breakfast for Life: Fr. Mitch Pacwa Reflects on Secular Challenges to Culture of Life

On Nov. 20th Heroic Media held our annual Prayer Breakfast for Life in Dallas, Texas. We were very honored to have Fr. Mitch Pacwa as our keynote speaker.

In his talk, Fr. Pacwa made a strong case that many of the secular philosophies that appear to be taking over our culture have parallels to other historical anti-Christian movements that led to the deaths of millions of people, and in many cases resulted in the complete collapse of once strong cultures.

Fr. Pacwa said these cultures were like "...once strong trees that had rotted out from the inside." He pointed to the strong anti-life attitude that was common towards the end of the Roman empire. Fr. Pacwa said, *"The Romans saw children as a burden. The father of the family had absolute control with the power of the state behind him as to whether or not a child lived. If he did not want a child, and his wife became pregnant, he ordered her to procure an abortion. If they had a child who was the wrong gender, which usually meant females, or had any kind of handicap, that child was set out for the wild animals to eat. The father had the right to do these things up until the child was 7 years old."*



Fr. Pacwa speaks at Prayer Breakfast for Life

In referring to the eventual downfall of Rome, Fr. Pacwa said, *"When a tree is healthy it can withstand a few axe blows if you stop the axe wielder soon enough, but a rotten tree just collapses, and that is what happened to Rome."*

Fr. Pacwa demonstrated how the Christians held to their strong beliefs in the face of the pagan Roman Society. He said, *"Christians going into that culture said we cannot allow that culture to define what we do. The Christians of Jewish descent understood that God had given them a revelation that was more important than the culture."*

At the conclusion of his talk Fr. Pacwa stated that secular philosophies born from Enlightenment thinking have continued to bring death and destruction to our culture. Fr. Pacwa's warning to all of us is that, *"This is a type of internal collapse where we have terrorist barbarians at the door wielding the axes at this tree of our culture. This is a very serious situation. If the strength of this culture tree comes back, we can withstand a few blows and take care of it. Will we be the force that acts, willing to stand up to anyone for the sake of the Gospel? The kind of work that Heroic Media and so many other of you here are doing needs to be understood in that context. What we are doing here is being that salt that preserves the rot from spreading. We are being a light that drives away the darkness of secular follies. And we are the ones who are going to transform it if we stay faithful so that when we Christians draw a line in the sand, we mean it. Politicians don't. We do."*

**Your Dollars Fight the Good Fight.** Our battle against Planned Parenthood and other abortion providers is 100% donor supported. Help us save more babies from abortion today... with your tax-deductible gift! It's fast, safe, and online.

**DONATE NOW**

**HeroicMedia.org**



*Important to remember...*

## Three Key Metrics We Use to Improve Our Effectiveness

With innocent lives of unborn children hanging in the balance, we at Heroic Media know how important it is to you that we use your gifts as effectively as possible.

We constantly push ourselves to improve on three metrics that we know are key to helping save more lives from abortion.

### **Metric 1: Speed of Ad Implementation.**

When we receive gifts from our generous donors, who want as badly as we do to save lives from abortion, we want to put those gifts to use ASAP to run ads that help save lives from abortion. We have developed our

internet advertising system to a level that we are now able to put gifts to use IMMEDIATELY to begin running ads in only a matter of hours in any new market. The key is that our internet advertising system rides on Google's existing ad networks, and those networks reach into almost every internet browser on every internet connected device in the country.

**Metric 2: Ad Cost-Effectiveness.** Internet advertising can be extremely cost-effective IF you can laser target exactly who you want to get your message in front of. This is great news for us since we know exactly who we want to reach: the abortion-minded woman. Our data shows that **it currently takes only a little less than \$365 in life-saving ads to help save one life from abortion.** That means if someone can give just \$1 every day for one year, it will help save a life from abortion.

**Metric 3: Ad Appearance Rate.** When women search the internet for information about getting an abortion, a number of ads will appear within the search results. Our analysis shows that ads from abortion clinics appear 100% of the time. Currently, Heroic Media's ad appearance rate nationwide averages a little over 10%. All of our team at Heroic Media knows that there is ONLY one acceptable ad appearance rate for us and it certainly isn't 10%, not 50%, not even 90%. It has to be 100%!

**That's what our Vision 2020 is all about, getting our ad appearance rate to 100% within 5 years, and sooner if possible.** It takes only \$9 million a year for us to achieve a 100% ad appearance rate in every community across the nation.

And when we achieve that vision do you know what the impact would be? **It would mean saving an additional 20,000 to 30,000 lives from abortion every year.** Can you imagine that? Talk about changing the world.

Please pray for us at Heroic Media to reach our Vision 2020 goal of \$9 million annually as soon as possible so that more women can choose life, and by making that decision become heroes for their unborn children.

---

*To learn more about Heroic Media's Vision 2020 please visit:*

**HeroicMedia.org**

Did you know...?

## The Real Reasons Why Women Choose to Get Abortions

Most pro-choice supporters justify abortion by using such phrases as “my body, my choice”, or “a woman’s right to choose”, or “reproductive health care”, and a host of other terms.

However, research shows that the main reasons women choose to get abortions have nothing at all to do with these types of concepts that get so much mainstream media attention. As a matter of fact, the common thread that runs through almost all reasons that women give for choosing to get an abortion is an emotion that we are all familiar with: ***fear***.



According to research by the Guttmacher Institute, which is affiliated with Planned Parenthood, here are the **Top 5 reasons why** women decide to abort their children.

**Reason Number 1:** 32% of women said they aborted their children because they were **not ready for the responsibility**, meaning they were afraid they were too young, or too immature.

**Reason Number 2:** 32% of women said they aborted their children because of **economic reasons**, meaning they were afraid they could not afford to raise a child.

**Reason Number 3:** 16% of women said they

aborted their children because they **wanted to avoid having to adjust their lives**, meaning they were afraid a child would interrupt their life plans.

**Reason Number 4:** 12% of women said they aborted their children because they **were single or in a poor relationship with the child’s father**, meaning they were afraid they didn’t have proper help to raise a child.



**Reason Number 5:** 6% of women said they aborted their children because they **had enough children already**, meaning they were afraid they couldn’t manage the additional workload of raising another child.

So those five **account for 98% of the reasons** why women decide to abort their children. This is so important for those of us who are pro-life to remember. There is nothing wrong, of course, with learning about pro-life apologetics and being able to argue skillfully for the pro-life position.

However, as the research shows, the vast majority of women do not justify their reasons for choosing abortion based on philosophical arguments. Rather, they are just scared and look at abortion as a way to get rid of that fear.

Pregnancy Help Centers offer compassionate care to help women overcome those fears. These centers have thousands of successes every year convincing women to change their minds about getting abortions. Let’s all continue to pray for their success!

**Please Help a Woman Overcome Her Fears and Choose Life.** Your gift can help us reach a woman in need and connect her to a local Pregnancy Help Center. Help us save more babies from abortion today... with your tax-deductible gift! It’s fast, safe, and online.

**DONATE NOW**  
HeroicMedia.org