

Podcast Pre-roll - Roe v. Wade Campaign

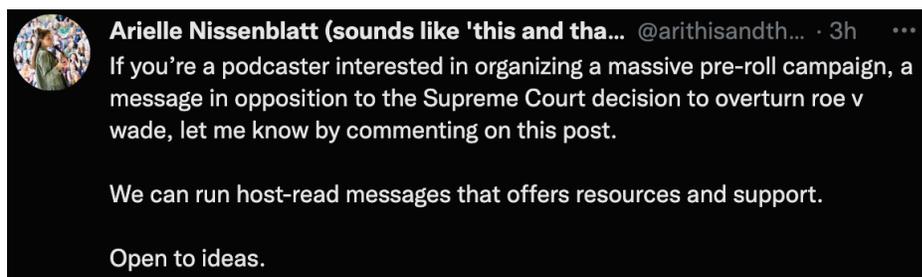
Doc owner: Arielle - anissenblatt@gmail.com

NOTE AS OF 6/25 AT 12PM PT:

This document is no longer being edited. Please get in touch with Arielle to share ideas. The script is almost finalized. anissenblatt@gmail.com

NOTE AS OF 6/24 AT 9PM PT:

I (Arielle) am moving the work of this doc to our next phase, which is the script writing phase. Please feel free to continue adding points here until tomorrow morning (JUNE 25TH west coast U.S. time). After that, we will no longer be checking this doc. [We will be on this doc](#). If you want to reach me for any reason after that, email anissenblatt@gmail.com.



[Tweet](#)

*Thank you for finding your way here from the above tweet. Please read on to learn about the goals, needs, and to contribute. **TO CONTRIBUTE, SCROLL TO 'STATEMENT' PAGE.***

If you don't want to contribute but do want to read/pass around the statement, that's perfectly fine. We will post on Twitter when it is finalized.

FAQ:

- What is a pre-roll ad?
 - An ad that runs before your podcast starts.
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In light of the Supreme Court decision to overturn Roe v. Wade on 6/24/2022, we are organizing a response from the podcast community.

Goals:

- To draft ONE 30 second and ONE 60-second ad copy to be shared as a host-read at the front of participating podcasters' episodes for the next few weeks.
 - Dynamic and baked-in ads are welcome
- To raise awareness of this decision and how it affects marginalized groups.
- To offer resources, support, and opportunities for fundraising.
- To share each episode that includes this pre-roll ad on a thread on Twitter to continue to spread awareness.

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Needs:

- Write a 30-second statement
- Write a 60-second statement
- Distribute statements to podcasters far and wide to be published ASAP

Keep in mind:

- Use inclusive language (i.e. women aren't the only people who can get pregnant)
- We hope to be able to distribute this statement as soon as Saturday, June 25th
- We hope that the statement will be read (almost) **verbatim** by all participants to present a front of unity

STATEMENTS:

To contribute, please write your initials (and social handle) next to a new bullet point. This is so that we know who to credit for contributing to this initiative. **THE GOAL IS THAT EACH BULLET POINT CONTINUES TO REFINE THE MESSAGE.**

30-second statement:

- AN (@arithisandthat): Hey, before we get to this week's episode, we wanted to take a moment to acknowledge the Supreme Court decision to overturn Roe versus Wade on June 24th, 2022. In a 6-3 decision, the court has
- SKP (@sarahkpeck): Hey, before we get to this week's episode, we wanted to take a moment to address the Supreme Court decision to overturn Roe versus Wade on June 24th, 2022. Everyone should have the freedom to decide what is best for themselves and their families, including when it comes to abortion. Abortion is a basic healthcare need for millions of women, girls and people who can become pregnant, and this decision has consequences for every single person in America. People, not politicians, should be able to make their own decisions including when it comes to abortion care. We have resources listed on our blog and we recommend following **XYZ for more information**. Please speak up, take care, and spread the word.
- TM (@starplanes): Hey, before we get to this week's episode, we wanted to take a moment to address the Supreme Court decision to overturn Roe versus Wade on June 24th, 2022. Everyone should have the freedom to decide what is best for themselves and their families, including when it comes to ending a pregnancy. Abortion is a basic healthcare need for millions of people of all genders, and this decision has far-reaching consequences for every single person in America. People, not politicians, should be able to make their own decisions including when it comes to abortion care. We have more information linked at choice.crd.co, and if you are able, consider donating to abortion funds. Please speak up, take care, and spread the word.
- AC (@poddraland): Before we/I get to this episode, we/I wanted to take a moment to address the Supreme Court decision to overturn Roe versus Wade on June 24th, 2022. Everyone should have the freedom to decide what is best for themselves and their families, and abortion is a basic healthcare need for millions of people of all genders. This decision has far-reaching consequences for every single person in America. People, not politicians, should be able to make their own decisions about their own

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bodies. Find more information at choice.crd.co and consider donating to abortion funds. Look to abortion fund leaders for guidance and please speak up, take care, and spread the word.

- (LPS @lpshaw - inspo take from above) See copy points in template [HERE](#) (along with other options for lead ins)
 - You know yourself best. And for me, I want the freedom to choose what is right for myself. *Everyone* should have the freedom to decide what is best for themselves and their families.
 - The monumental decision by the U.S. Supreme Court to overturn Roe v. Wade restricts access for individuals to obtain a safe abortion.
 - Abortion is a basic healthcare need for millions and this decision has dire consequences on health and safety.
 - Even if you live in a state where abortion rights are upheld, access to safe medical procedures shouldn't be determined by location or a privilege for a small few.
 - Here's how you can help or get the resources you need.
 - *[choose a clear call to action; be sure to update text in brackets]* If you need support, go to [INSERT ONE RESOURCE HERE]. That's [REPEAT RESOURCE NAME AGAIN.] If you are able to support others, please go to [RESOURCE TO DONATE TIME, MONEY, ETC.] For more information, go to [YOUR SHOW NOTES, BLOG, ANOTHER RESOURCE, ETC.].
- (SW @sariw824) Hey, before we get to this week's episode, we wanted to take a moment to address the Supreme Court decision to overturn Roe versus Wade on June 24th, 2022. Everyone should have the freedom to decide what is best for themselves and their families, including when it comes to ending a pregnancy. This decision has dire consequences on individual health and safety, and could have dire repercussions on other landmark decisions. Restricting access to comprehensive reproductive care, including abortion, threatens the health and independence of all Americans. Learn more by visiting choice.crd.co, and consider donating to abortion funds. Please speak up, take care, and spread the word.

60-second statement (ideally will have more resources than the 30-second):

- AN (@arithisandthat):
- SKP (@sarahkpeck): Hey, before we get to this week's episode, we wanted to take a moment to address the Supreme Court decision to overturn Roe versus Wade on June 24th, 2022. A decision this monumental affects all people—this isn't about women alone. Restricting access to abortion has unbelievable consequences on health and on businesses. Everyone should have the freedom to decide what is best for themselves

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and their families, including when it comes to abortion. Abortion is a basic healthcare need for millions of women, girls and people who can become pregnant. People, not politicians, should be able to make their own decisions including when it comes to abortion care. And the overwhelming majority of Americans do not support overturning Roe V Wade—most Americans believe abortion should be legal in all (or almost all cases). If you or someone you know needs help, or you want to be involved, there are five resources we recommend that will be in our show notes and on our blog: **Shout Your Abortion** is a campaign to normalize abortion, and **Don't Ban Equality** is a campaign for companies to take a stand against abortion restrictions. If you need support, **Natalist.com** has early pregnancy strips and **Plan C Pills.org** provides early at-home abortion pills that you can keep

-
- in your medicine cabinet. Please speak up, take care, and spread the word.
- (LPS @lpshaw - inspo taken from above!) See copy points in template [HERE](#) (along with other options for lead ins)
 - You know yourself best. And for me, I want the freedom to choose what is right for myself. *Everyone* should have the freedom to decide what is best for themselves and their families, especially when it comes to abortion.
 - On June 24th, 2022 the Supreme Court overturned Roe v. Wade. This monumental decision restricts access for individuals to obtain a safe abortion.
 - Abortion is a basic healthcare need for millions of women, girls and people who can become pregnant.
 - This decision has dire consequences on individual health and safety. And could have dire repercussions on other landmark decisions.
 - Restricting access to comprehensive reproductive care, including abortion, threatens the health and independence of all Americans.
 - Even if you live in a state where abortion rights are upheld, access to safe medical procedures shouldn't be an determined by location or a privilege for a small few.
 - Here's how you can help or get the resources you need.
 - *[choose a clear call to action; be sure to update text in brackets]* If you need support, go to [INSERT ONE RESOURCE HERE]. That's [REPEAT RESOURCE NAME AGAIN.] If you are able to support others, please go to [RESOURCE TO DONATE TIME, MONEY, ETC.] For more information, go to [YOUR SHOW NOTES, BLOG, ANOTHER RESOURCE, ETC.].
- AC (@poddraland): Donate to local abortion funds and the people who have been doing this work for years. To find out where to donate for each state, visit donations4abortion.com.
- (SW @sariw824 - using a combination of LPS and SKP!) The saying goes that “majority rules.” Now more than ever, we know this is an ideal, not a given. While Americans overwhelmingly support the right for an individual to make the decision for themselves about abortion, that is no longer a right that is protected everywhere in the U.S. Abortion is a basic healthcare need for millions of women, girls and people who can become

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pregnant. This decision has dire consequences on individual health and safety. And could have dire repercussions on other landmark decisions. Restricting access to comprehensive reproductive care, including abortion, threatens the health and independence of all Americans. Even if you live in a state where abortion rights are upheld, access to safe medical procedures shouldn't be determined by location or a privilege for a small few. If you or someone you know needs help, or you want to get involved, here are five resources to consider. Shout Your Abortion is a campaign to normalize abortion, and Don't Ban Equality is a campaign for companies to take a stand against abortion restrictions. If you need support, Natalist.com has early pregnancy strips and Plan C Pills.org provides early at-home abortion pills that you can keep in your medicine cabinet. Please speak up, take care, and spread the word.

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TALKING POINTS (IDEAS)

From [NARAL](#)

- Abortion is a basic healthcare need for millions of women, girls and people who can become pregnant, including trans men and nonbinary individuals.
- Everyone should have the freedom to decide what is best for themselves and their families, including when it comes to abortion.
- Every person's life has its own unique circumstances. People, not politicians, should be able to make their own decisions including when it comes to abortion care.
- The majority of Americans overwhelmingly support the right for an individual to make the best decision for themselves, not politicians.
- Restricting access to comprehensive reproductive care, including abortion, threatens the health, independence, and economic stability of our workers and customers.
- When everyone is empowered to succeed, our companies, our communities, and our economy are better for it.
- The economic losses from existing abortion restrictions, including labor force impact and earnings, already cost state economies across the nation an estimated \$105 billion annually.* (from Don't Ban Equality Campaign)
- One of the more dangerous precedents is that this isn't about going "backwards" to coat-hanger abortions. This is about the **criminalization** of women and people who have regular, everyday biological events like miscarriage and beyond.

RESOURCES

You can share with people or point them to:

- shoutyourabortion.com - a campaign to normalize abortion
- <https://www.bustle.com/politics/abortion-funds-states-trigger-bans-donate> - a list of abortion funds in states where it is no longer protected
- <https://secure.actblue.com/donate/supportabortionfunds> - where you can donate money to be split between 80+ abortion funds

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- <https://usow.org/repro/volunteer/> - a list of abortion clinics across the country that need volunteers
- <https://dontbanequality.com/> - language for companies to use to stand against the ruling.
- plancpills.org/ambassadors - early abortion access pills you can store in your cabinet
- <https://www.plannedparenthood.org/learn/birth-control> - types of birth control
- teاملanc.org - for men
- <https://natalist.com/products/early-pregnancy-test-strips> - early pregnancy strips
- <https://choice.crd.co/> - collection of these above links and more. Managed by Tal (@starplanes), DM to add more
- Chamber of Mothers

The winning equation: Values + Villain

Freedom vs. Control:

- Everyone should have the freedom to decide what is best for themselves and their families, including when it comes to abortion.
- The politicians working to ban abortion are trying to control people's decisions and lives.

Personal decisions vs. political interference:

- Every person's life has its own unique circumstances. People, not politicians, should be able to make their own decisions including when it comes to abortion care.
- Politicians shouldn't be interfering in these personal decisions just to score political points



FREEDOM IS FOR
EVERYBODY

Pro Tips

- Don't repeat the opposition's messaging and disinformation (e.g., "pro-life," "heartbeat")
- Don't accept their narrative (e.g., "abortion is unsafe," "we want to protect women")
- Don't use outdated language ("hangers," "back-alley," "handmaids")

- DO speak from a place of values -- freedom, equity, faith, empathy, compassion
- DO own your position as a champion for reproductive freedom and abortion access
- DO call out disinformation and bad actors



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Trap doors to avoid

- **HYPOCRISY:** Ok to be clear about how the opposition does not care about women, but arguments about their hypocrisy consistently fall flat beyond twitter
- **EXCEPTIONS:** Ok to say "without exceptions," but digging in opens the door for them to add exceptions and claim compromise (when exceptions do functionally nothing)
- **WEEKS:** We're not here to argue about which week in pregnancy it's ok to seek abortion care and when it isn't. This is about the who, not the when.



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