

## Our Track Record Speaks for Itself

- VirtueMedia™ is a Christian values-based not-for-profit founded in 1998, that creates and broadcasts effective, compassionate, and educational *sanctity of life* media messages, to bring about a positive change in hearts and minds, and affirm life.
- In 2004, VirtueMedia™ broke new ground by being the **first-ever Pro Life group to use and track results using campaign specific toll-free numbers and website URL's**. This proved essential in measuring the return on investment of campaigns, as well as assessing effectiveness and efficiencies of the media buys. Until this time, and still today, many groups use a generic toll-free phone number tagged on their ads (like Optionline's "800-395-Help"), but that number is also used in phone books, on websites, and after hours by pregnancy centers, so clearly defining the results from their ad campaigns is impossible.
- In 2008, VirtueMedia™ became the **first Pro-Life media organization to air national TV ads on MTV and BET generating a response of over 22,000 inquiries in just ONE MONTH** (via phone and web) from women in need of pregnancy help!
- **In 2009, our "Norma McCorvey, aka Jane Roe" educational campaign aired nationally**, initially using Fox Business network.
- The early part of 2011 began with millions of viewers coast-to-coast witnessing VirtueMedia's effective educational Pro-Life messages including: "PregnancyLine", "Black Dignity", and "Vanished" on the nationwide television networks of MTV, BET, and other popular cable networks. These powerful messages reached millions of viewers in 2011 helping generate 12,847 requests for help from abortion-vulnerable women across the United States.
- **VirtueMedia™ has partnered with hundreds of Right to Life groups, Catholic Dioceses, Christian churches, Pregnancy Help Clinics and**

**Women’s centers across the world.** In addition to our national campaigns, **VirtueMedia™** has aired strategic local and regional campaigns in 40 states and the District of Columbia, as well as in multiple provinces of Canada and select regions of Europe.

**Historically, where VirtueMedia’s sanctity of life television campaigns have aired consistently (i.e. markets like Charlotte, Dayton, and Phoenix) state reports for abortion rates in those areas showed a decrease between 10% and 20%, whereas in parts of the states where the VirtueMedia™ ads didn’t air, abortion rates often increased.**

## AUDIT

VirtueMedia™ underwent a full independent fiscal audit concluding in August 2012 (based on FY 2011), and received the highest affirmation possible, indicating a fully compliant and “clean” audit.

