

Love Won Out: The Marketing, Messaging and Manipulation Inside the Million-Dollar Machine

Presented by Elizabeth Hampton Brown, Director of Programs and Policy at PFLAG National and Jean-Marie Navetta, Director of Communication at PFLAG National who attended a Love Won Out conference undercover.

This road show of Focus on the Family draws thousands to each conference around the country. Their very love-centered approach is also faith-centered and is based on the premise that it is possible for gay people to change their sexual orientation, that it's a behavior choice comparable to alcoholism, gambling, etc.

Blame is placed on a "scientific" formula consisting of a distant father and a domineering mother, along with a highly probable past incident of molestation. They claim that homosexuals are unhappy, in pain, defensive, broken and enraged. They also emphasize that children are being exposed to the wrong messages about homosexuality in schools. There is a big push to expand this event to all 50 states.

Marcia Neff

United for Truth: Responding When Love Won Out Comes to your Town

Presented by Lance Helms, PFLAG Regional Director, Gulf Region, this was a follow-up to the informational Love Won Out session.

Responses and strategies used by other PFLAG chapters to LWO were shared. These included planning counter conferences to LWO, welcoming and affirming interfaith services, non-confrontational protests, press releases, letters to the editor, fundraisers, letters to the church, media alerts.

People who attend LWO include parents, teachers, school board members, pastors, conservative Christians, lgbt people, people of faith, counselors and therapists. Advised to respond with messages that our love is unconditional, LWO is dangerous and damaging, misinformation versus truth - reparative therapy is unethical, it doesn't work and it can destroy self esteem, faith and lead to self-destructive and suicidal behavior.

Marcia Neff