



Phoenix Scottsdale Chapter  
National Organization for Women

---

P.O. Box 3514  
Scottsdale, AZ 85271-3514  
Olga Vives, Press Contact  
Phone: 480-661-6242  
312-848-5801

FOR IMMEDIATE RELEASE

**Phoenix-Scottsdale NOW chapter protests CBS KPHO Channel 5 about Anti-Choice Ad**

**WHEN: Friday, February 5<sup>th</sup>, 2010 10:00-11:30 AM  
Saturday, February 6<sup>th</sup> from 10:00 -11:30 AM**  
**WHERE: 4016 N. Black Canyon Hwy, Phoenix--Location Frontage Road entrance to  
CBS (back up is sidewalk at Indian School and Black Canyon SW corner)**

***Statement of the Phoenix-Scottsdale NOW chapter***

During the Feb. 7 telecast of the Super Bowl, CBS will air an anti-abortion commercial produced and paid for by the ultra-conservative group Focus on the Family. The National Organization for Women strongly objects to CBS's move to give a platform to one side of the reproductive rights issue, bought and paid for by the anti-choice, anti-woman Focus in the Family. By showing one woman's decision to go against her doctor's advice in deciding not to end a pregnancy, CBS is complicit in placing women's health and lives at risk by promoting ideology over medicine.

The Super Bowl is the most watched television event of the year. CBS has apparently changed its own long-standing policy of refusing "advocacy" ads by allowing this anti-abortion commercial to be aired. It has been reported that CBS is refusing to air an ad by a gay rights organization, therefore showing clear discrimination in the selection of its commercials and, also a clear ideological bias. In the past, CBS has refused ads from the progressive organization, MoveOn.org and from the United Church of Christ.

"We are here to protest CBS's decision and to show the public that women will not sit silently while CBS is allowed to use the public airwaves to prevent women from making informed decisions regarding their health and their families", said Olga Vives, spokes woman for the Phoenix-Scottsdale NOW chapter.

The Phoenix-Scottsdale NOW chapter urges its members and supporters to join our leaders in a peaceful but visible protest outside of the Phoenix CBS affiliate to show our displeasure with CBS's airing of the Focus on the Family commercial, an organization which clearly states that its mission is to make abortion "both illegal and unthinkable." The ad is another attempt by the anti-choice forces to do just that.

###